

ask

*AirAsia*

# MARKETING MIX (4Ps)

## Product (Service):

- ◆ Guest Convenience
- ◆ Frequent flights
- ◆ Ticketless service
- ◆ Easy payment channels

## Price:

- ◆ Low fare, no frills

## Place (Distribution):

- ◆ Internet booking
- ◆ Reservations and sales offices
- ◆ Authorized travel agents

## Promotion:

- ◆ AirAsia's BIG Loyalty Programme
- ◆ AirAsia's famous flight attendant
- ◆ Other sale promotions



*AirAsia*

# Airasia Service Marketing Mix

**Disha Experts**



## **Airasia Service Marketing Mix:**

*Marketing Cases from Emerging Multinational Enterprises (eMNEs)* Zafar U. Ahmed, Omer F. Genc, 2024-12-23

Globalization has changed the world economic picture and emerging markets have developed very fast. Several multinational companies from emerging markets came to world arena and compete with big multinationals from developed countries. This book explores the ways in which emerging multinational enterprises eMNEs work to become competitive global brands. It explores eMNEs from industries such as airlines, banking, food distribution, automotive, and information technology. These cases are useful to researchers, scholars, students, and practitioners interested in eMNEs, branding, and emerging markets.

Services Marketing: People, Technology, Strategy (Eighth Edition) Jochen Wirtz, Christopher Lovelock, 2016-03-29

*Services Marketing: People, Technology, Strategy* is the eighth edition of the globally leading textbook for Services Marketing by Jochen Wirtz and Christopher Lovelock, extensively updated to feature the latest academic research, industry trends, and technology, social media, and case examples. This textbook takes on a strong managerial approach presented through a coherent and progressive pedagogical framework rooted in solid academic research. Featuring cases and examples from all over the world, *Services Marketing: People, Technology, Strategy* is suitable for students who want to gain a wider managerial view of Services Marketing.

*Services Marketing: People, Technology, Strategy (Ninth Edition)* Jochen Wirtz, Christopher Lovelock, 2021-10-15. *Services Marketing: People, Technology, Strategy* is the ninth edition of the globally leading textbook for Services Marketing by Jochen Wirtz and Christopher Lovelock, extensively updated to feature the latest academic research, industry trends, and technology, social media, and case examples. This book takes on a strong managerial approach presented through a coherent and progressive pedagogical framework rooted in solid academic research. It features cases and examples from all over the world and is suitable for students who want to gain a wider managerial view.

Asian Competitors: Marketing For Competitiveness In The Age Of Digital Consumers Philip Kotler, Hermanwan Kartajaya, Den Huan Hooi, 2019-03-15

Today's dynamic and uncertain environment has contributed to the changing nature of markets. In order for companies to keep up, they will need to embark on new wave marketing to ride the wave of opportunities provided by the changes in the environment, such as the digital revolution. This is critical all over the world, but none more so than in Asia. Asia is not only the world's biggest market but also the fastest growing. It is therefore essential for marketers to understand the dynamics of Asian companies and what they have to offer to the wider world. This book analyzes competitive companies from 18 Asian countries that have successfully practiced new wave marketing and, in so doing, provide invaluable lessons that others may find useful. Comprehensive case studies are used not only to describe how some of Asia's best companies compete but also to analyze the concepts of new wave marketing; their actions are based on this. This book is unique in its depth and breadth of cases from companies in the ASEAN region to North East Asia, including Mongolia and SAARC. The authors of this book, Professor Philip Kotler (arguably the Father of Modern Marketing), Hermawan Kartajaya from Indonesia, and Den Hooi, are

Huan from Singapore are all experts in their field and have previously produced other bestsellers This book with its focus on real life examples of competitive Asian companies in the age of digitalization complements the principles and theoretical frameworks of new wave marketing that are detailed in its sister book Together these books provide a comprehensive picture of the changing Asian marketing landscape      *Strategic Human Resource Management in the Hospitality Industry: A Digitalized Economic Paradigm* Kankaew, Kannapat,2023-03-13 Human resources are critical within organizations particularly in the modern world where technology can be acquired to produce the same quality of products Today in the context of the digitalized economy hospitality organizations must ensure their human resources are evolving with the times to remain competitive Strategic Human Resource Management in the Hospitality Industry A Digitalized Economic Paradigm discusses strategic human resource management in the hospitality industry and sheds light on every aspect of human resource management in the hospitality industry globally such as from selection recruitment training and development performance management compensation and benefit and employee retention Covering key topics such as technology integration leadership and tourism this reference work is ideal for industry professionals managers business owners administrators policymakers researchers academicians scholars instructors and students      Services Marketing in Asia Christopher H. Lovelock,2005      Target SBI Bank PO 20 Practice Sets Preliminary & Main Workbook with 5 Online Tests (English 6th edition) Disha Experts,2017-08-01 Target SBI Bank PO Exam 20 Practice Sets Workbook English Edition is the 6th edition written exclusively for the New pattern Exam being conducted by SBI for recruitment in PO in the SBI The book provides 20 Practice Sets 5 Preliminary Exam Tests 15 Main Exam Mains Tests 10 in the book and 5 as Online Tests 10 Descriptive Tests designed exactly on the pattern of the latest SBI Bank PO Exam The Preliminary Test contains all the 3 sections Reasoning Ability Quantitative Aptitude and English Language as per the latest pattern The Main Mains Test contains all the 4 variety of tests Reasoning and Computer Knowledge Data Analysis Interpretation General Banking Economy Awareness and English Language as per the latest pattern The Subjective Tests contains Essay Writing Letter Writing and Paragraph Writing as per the latest pattern suggested by SBI The solution to each type of Test is provided at the end of the book The General Awareness section in the Main Test of each Practice Set contains questions from General Awareness Current Affairs Banking and Economic Awareness The book also provides detailed solutions to the June 2014 April 2013 July 2011 August 2011 June 2015 Prelim July 2015 Main question 2016 Prelim Main papers of the SBI PO Exam This book will really help the students in developing the required Speed and Strike Rate which will increase their final score in the exam FEATURES OF THE ONLINE TESTS 1 The student gets to know his result immediately after the test is submitted 2 Section wise Test wise Reports are generated for the candidate 3 Performance report across the 5 test also gets generated as the student appears in the 5 tests      *International Marketing: An Asia-Pacific Perspective* Richard Fletcher,Heather Crawford,2013-08-28 International Marketing 6e is written from a wholly Australasian perspective and covers issues unique

to local marketers and managers looking towards the Asia Pacific region the European Union and beyond It presents a wide range of contemporary issues faced by subsidiaries of multinational enterprises MNEs as well as small and medium scale enterprises SMEs mainly exporters which make up the vast bulk of firms involved in international business in the Australasian region International Marketing 6e clearly demonstrates the links between the different stages of international marketing connecting analysis with planning planning with strategy and strategy with implementation Key concepts are brought to life with comprehensively updated statistics recent illustrations and a variety of real world examples and case studies

**Entrepreneurship and Small Business** Paul Burns, 2022-01-13 This new edition of the market leading textbook by Paul Burns offers an unrivalled holistic introduction to the field of entrepreneurship and valuable guidance for budding entrepreneurs looking to launch their own small business Drawing on his decades of academic and entrepreneurial experience the author takes you on a journey through the business life cycle from the early stages of start up through progressive growth to the confident strides of a mature business Combining cutting edge theory with fresh global examples and lessons from real life business practice this accessible and explorative textbook will encourage you to develop the knowledge and skills needed to navigate the challenges faced by today's entrepreneurs Entrepreneurship and Small Business will help you to Learn what makes entrepreneurs tick with brand new Get into the Mindset video interviews and an exploration of entrepreneurial character traits Seamlessly incorporate multimedia content into your learning with the new Digital Links platform accessed via your smart device Understand how worldwide events can impact small businesses through incisive analysis of the effects of the COVID 19 pandemic Grasp how entrepreneurship differs around the globe with over 100 Case Insights and new examples from a diverse range of countries and industries Ensure your understanding of the entrepreneurial landscape is up to date with new chapters on recruiting and managing people and on lean methodologies and business model frameworks This is the ideal textbook for students taking undergraduate and postgraduate Entrepreneurship or Small Business Management courses as well as for MBA students

**The Routledge Companion to Performance Management and Control** Elaine Harris, 2017-08-15 Performance management is key to the ongoing success of any organisation allowing it to meet its strategic objectives by designing and implementing management control systems This book goes beyond the usual discussion of performance management in accounting and finance to consider strategic management human behaviour and performance management in different countries and contexts With a global mix of world renowned researchers this book systematically covers the what the who the where and the why of performance management and control PMC systems A comprehensive state of the art collection edited by a leading expert in the field this book is a vital resource for all scholars students and researchers with an interest in business management and accounting

**Winning In Service Markets: Success Through People, Technology And Strategy** Jochen Wirtz, 2016-12-12 Winning in Service Markets Success through People Technology and Strategy is the first practitioner book in the market to cover the key aspects

of services marketing and management based on sound academic evidence and knowledge Derived from the globally leading textbook for Services Marketing by the same author this book offers a comprehensive overview of extant knowledge on the topic Accessible and practical Winning in Service Markets bridges the gap between cutting edge academic research and industry practitioners and features best practices and latest trends on services marketing and management from around the world Marketing For Competitiveness: Asia To The World - In The Age Of Digital Consumers Philip Kotler,Hermanwan Kartajaya,Den Huan Hooi,2016-11-24 Asia is the most populated geographical region with 50% of the world s inhabitants living there Coupled that with the impressive economic growth rates in many Asian countries the region provides a very attractive and lucrative market for many businesses big and small and from all industries In addition Asia is also a dynamic market that significantly grows with developments in technology and digitalization For example a research by Google and Temasek shows that Southeast Asia is the world s fastest growing internet region The internet economy in Southeast Asia is expected to grow by 6.5 times from US 31 billion in 2015 to US 197 billion in 2025 All these make it critical for marketers whether domestic regional or global to stay in touch if not ahead in their understanding of what is happening in Asia from a marketing perspective and what Asia has to offer to the world One phenomenon happening in the Asian market and which marketers should pay utmost attention to is the rapidly unfolding digital revolution that has fundamentally transformed not just the extent but also the nature of competition What makes it even more challenging and complicating is also how such a revolution impacts on consumer and business buying behavior Disruptive technologies supported by this digital revolution have brought in new competitors and enabled existing competitors to surpass the conventional boundaries which we may be quite familiar with Asian consumers have become more educated and connected and have embraced newer ways of selecting buying and using products and services In this book the Father of Modern Marketing Professor Philip Kotler has collaborated with two marketing experts from Asia Hermawan Kartajaya from Indonesia and Hooi Den Huan from Singapore to publish a book on Marketing for Competitiveness Asia to the World In the Age of Digital Consumers This book argues that marketing is no longer just vertical but has encompassed a new more horizontal paradigm In addition to many new concepts and frameworks this book includes a plethora of real world examples from various countries in Asia which will help to shed light on how companies both Asian and global compete in Asia Useful lessons can be drawn by all businesses in the world on how to win the mind heart and spirit of the Asian consumer digital and non digital *SBI Bank PO 12 Year-wise Preliminary & Mains Solved Papers (2019-13)* Disha Experts,2020-02-04 *Low Cost Carriers* Lucy Budd,Stephen Ison,2017-07-05 Low cost carriers LCCs represent one of the most exciting and dynamic yet often contentious developments in recent commercial aviation history Formed as a direct result of policies of airline deregulation and liberalisation that were initiated in the United States in the late 1970s before being implemented in certain European Australasian Latin American and other world markets from the mid 1990s onwards to encourage competition LCCs have been responsible for progressively reconfiguring the

spatial patterns operational practices and passenger experiences of flight In the process they have enabled growing numbers of people to fly to more places more frequently and at lower cost than had been previously possible In so doing however they have generated a number of socio economic and environmental challenges The 23 essays included in this volume provide a detailed insight into the emergence expansion and evolution of the low cost carrier sector worldwide The volume covers deregulation and liberalisation of the global airline sector the business models and operating characteristics of low cost carriers the changing nature of the airline airport relationship LCC network characteristics issues of pricing and competition and the current impacts and likely future trajectories

*SBI Bank PO 14 Year-wise Preliminary & Mains Solved Papers (2020-13) 2nd Edition* Disha Experts, 2020-07-01

**DIGITAL MARKETING** NARAYAN CHANGDER, 2024-01-10 Note

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**20 Year-wise SBI PO Preliminary & Mains Previous Year Solved Papers (2023 - 2013) 5th Edition** Disha Experts, 2024-03-19 The updated 5th edition of the book 20 SBI Bank PO Preliminary Main Exams Previous Year wise Solved Papers 2013 to 2023 consists The past 9 Year papers of SBI PO Prelim held between 2015 2023 and 11 Mains Papers between 2013 2023 Detailed solutions to all questions are provided for each Paper The book will help you understand the pattern level of difficulty of questions These Solved Papers can also be attempted as Mock tests

**Disha 22 Year-wise SBI PO Preliminary & Main Exams Previous Year Solved Papers (2025 - 2013) 6th Edition | Probationary Officers (POs) and Local Based Officers (LBOs) | Fully Solved** Disha Experts, The updated 6th edition of the book 22 SBI Bank PO Probationary Officers and Local Based Officers LBOs Preliminary Main Exams Previous Year wise Solved Papers 2013 to 2025 consists of The past 10 Year papers of SBI PO Prelim held between 2015 2025 and 12 Mains Papers between 2013 2025 Detailed solutions to all questions are provided for each Paper The book will help you understand the pattern level of difficulty of questions These Solved Papers can also be

attempted as Mock tests      **Progressive Commercialization of Airline Governance Culture** Jan Walulik,2016-08-05  
Progressive Commercialization of Airline Governance Culture analyzes the transition of the airline sector from the not for profit nation bound public utility model towards a profit oriented globalized industry It illustrates how legal political historical and cultural factors have shaped the corporate governance in the airline sector and describes how these factors influence economic decisions and performance The unique feature of the book is that the subject is consequentially discussed from the perspective of airline governance culture This approach links the examination of legal and policy factors which influence airline activities together with a discussion of economic issues all within one clear coherent and comprehensive framework      *21st Century Airlines* Nawal K. Taneja,2017-09-08 In *21st Century Airlines Connecting the Dots* Nawal Taneja addresses the challenges and opportunities facing the airline industry as it tries to innovate and create products and services that are radically different by connecting the dots at four key levels recognizing the implications of global events improving cross functional collaboration within the organization working more closely with the travel chain and providing much higher engagements with connectors within the social networks The book synthesizes insights gained from the experience of non traditional businesses such as Uber that have no physical assets and that focus on scalability through platforms as well as traditional businesses such as Mercedes Benz that are transitioning from operators of physical assets to adapt to the on demand and sharing economies These insights show pragmatically that digitizing airline businesses would require digital mind sets digital technologies digital strategies and digital workplaces to explore new frontiers in value for both customers and airlines Moreover forward thinking airlines need to consider working with bimodal organizational structures in which one group optimizes current business models network fleet and schedule planning as well as revenue management while a second group explores innovative ways to add digital features to physical products to provide a consistent experience throughout the journey The book is written for all senior level practitioners of airlines and related businesses worldwide as well as senior level government policymakers



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