

Aer Lingus Group Plc in Travel and Tourism (Ireland)

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Abstracts

Aer Lingus initiated an in-depth review of its business model and markets during 2009 and 2010 in light of the difficult market conditions then prevalent. As a result, the company positioned itself as a 'value carrier' on the basis that the pure low cost and low fares model would not be sustainable, while a full-service model would not be viable in serving its key markets. The fundamentals of this strategic approach includes better matching of capacity to demand (involving reduction of long...

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