

Air France-KLM Group SA in Travel and Tourism (France)

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Date: November 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: A86E30A5A1BEN

Abstracts

2014 and 2015 should be challenging years for Air France-KLM Group. Given the share of low cost carriers in France is below the Western European average, the battle between Air France, easyJet and Ryanair should rage. In spite of the lost ground by the French leader during the bulk of the review period, experts are less pessimistic in early 2014 than in 2012 about the outlook of Air France. The strategic plan entitled Transform 2015 which aims to reduce its debt burden by €2 billion and...

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