

# AirAsia Sdn Bhd in Travel and Tourism (Malaysia)

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Date: November 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: A1D03C7C05CEN

## Abstracts

AirAsia Sdn Bhd aims to maintain its leading low cost airline position in Malaysia by constantly ensuring that the price of flight tickets being offered at the most competitive level. In addition, the company also aims to expand its route network to introduce more new destinations to its customers. Lastly, AirAsia will constantly provide sufficient training to its staff in order to strengthen customer relationships through good quality of customer service.

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