

Blue Air Transport Aerian Srl in Travel and Tourism (Romania)

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Abstracts

As the operator of the only low cost carrier with a 100% Romanian shareholding structure, Blue Air Transport Aerian Srl's strategy is to make Blue Air the most inexpensive and convenient air carrier servicing Bucharest and other Romanian cities. The target for 2013 is to keep the turnover at the same level as in 2012, while also preserving passenger numbers. For the period 2014-2015, the objective is to increase the consolidated turnover by 3-5%. The company plans to achieve this through major...

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