

Cebu Air Inc in Travel and Tourism (Philippines)

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Abstracts

Cebu Air will work towards securing its lead in the domestic market. It is likely to increase flight frequencies in various airports, such as in Kalibo, Cebu, Davao and Iloilo, to efficiently distribute its capacity given the limitations of the congested airport in Manila. The company will grow its market share by expanding its route network to include countries with a high concentration of overseas Filipino workers such as in the Middle East. Aside from utilising price discounts, Cebu Air is...

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Contents

Strategic Direction

Key Facts

Summary 1 Cebu Air Inc: Key Facts

Summary 2 Cebu Air Inc: Operational Indicators

Company Background

Competitive Positioning

Summary 3 Cebu Air Inc: Competitive Position 2013

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