

Flight Centre Ltd in Travel and Tourism (Australia)

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Abstracts

Flight Centre faces a significant challenge over the forecast period, which is the need to perfect its so-called 'blended travel agency' business model, which involves combining the services of a store-based 'bricks and mortar' travel agent with the convenience of the online travel agents with which Flight Centre is increasingly finding itself in competition with. As the major player in travel retail in Australia and with almost universal brand awareness, Flight Centre is in a strong position...

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