

Saudi Arabian Airlines in Travel and Tourism (Saudi Arabia)

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Abstracts

Saudi Arabian Airlines seeks to grow its share in the global aviation market through improvements in services, the addition of more destinations and the upgrading of its fleet. It further aims to enhance its brand image through adopting the latest technologies in terms of customer communication.

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Contents

Strategic Direction

Key Facts

Summary 1 Saudi Arabian Airlines: Key Facts

Company Background

Competitive Positioning

Summary 2 Saudi Arabian Airlines: Competitive Position 2013

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