

Singapore Airlines Ltd (SIA) in Travel and Tourism (Singapore)

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Abstracts

Singapore Airlines actively develops its resources, hardware and software to remain competitive. Network expansion, product renewals, service-oriented, technology advancement as well as strategic marketing are the main focus for Singapore Airlines' success. In addition, the subsidiary businesses in SilkAir and Scoot are key to ensuring secondary and emerging markets are catered for. In view of the rising competition, Singapore Airlines is exploring partnerships to enhance air connectivity as...

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