

# Singapore Airlines (SIA) in Travel (World)

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## Abstracts

Singapore Airlines has had two consecutive years of soaring profits, thanks to the declining price of oil. Growth has also been fuelled by the success of subsidiaries like Silkair and Scoot. Singapore Airlines has increased its stake in Tigerair to 90%, and is merging Scoot and Tigerair under the Scoot brand as of 2017, creating a stronger LCC product. Scoot will fly on long haul routes, as SIA aims for more internationalisation in response to growing competition in the Asia Pacific region.

Euromonitor International's Singapore Airlines (SIA) in Travel (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Travel market. The report examines company shares by region, financial performance, its marketing strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

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