

TAP Transportes Aéreos Portugueses SA in Travel and Tourism (Portugal)

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Date: November 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: TE954A6FED4EN

Abstracts

TAP Transportes Aéreos Portugueses' (TAP) administration has been characterised by the execution of strategic plans mapping the vital business strategies of the company. In the coming years, TAP's business guidelines will be orientated by the internal strategic plan for the period 2012-2016. The central line of action is predicted to be the study and exploitation of new markets and business possibilities. According to the Portuguese airline company's representatives, the development of new air...

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