

# Malaysian Airline System Berhad - Strategy, SWOT and Corporate Finance Report

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## Abstracts

### SUMMARY

Malaysian Airline System Berhad - Strategy, SWOT and Corporate Finance Report, is a source of comprehensive company data and information. The report covers the company's structure, operation, SWOT analysis, product and service offerings and corporate actions, providing a 360° view of the company.

### KEY FINDINGS

Detailed information on Malaysian Airline System Berhad required for business and competitor intelligence needs

A study of the major internal and external factors affecting Malaysian Airline System Berhad in the form of a SWOT analysis

An in-depth view of the business model of Malaysian Airline System Berhad including a breakdown and examination of key business segments

Intelligence on Malaysian Airline System Berhad's mergers and acquisitions (MandA), strategic partnerships and alliances, capital raising, private equity transactions, and financial and legal advisors

News about Malaysian Airline System Berhad, such as business expansion, restructuring, and contract wins

Large number of easy-to-grasp charts and graphs that present important data

and key trends

## **REASONS TO BUY**

Gain understanding of Malaysian Airline System Berhad and the factors that influence its strategies.

Track strategic initiatives of the company and latest corporate news and actions.

Assess Malaysian Airline System Berhad as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on Malaysian Airline System Berhad's business structure, strategy and prospects.

## **KEY HIGHLIGHTS**

Malaysian Airline System Berhad (MAS or 'the group') is engaged in providing air transportation of passengers and cargo, as well as maintenance and other related services. Its major geographic markets include Europe, Middle East, North America and Asia. It is headquartered in Subang, Malaysia and employed 19,577 people as on December 31, 2013.

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Malaysian Airline System Berhad

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