



## Ryanair and its low cost flights in Europe

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By Sascha Mayer

Grin Verlag Jun 2008, 2008. Taschenbuch. Book Condition: Neu. 210x148x5 mm. This item is printed on demand - Print on Demand Titel. - Seminar paper from the year 2007 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, printed single-sided, grade: 1,0, University of the Sunshine Coast Queensland (Business Faculty), course: Marketing Management, 19 entries in the bibliography, language: English, abstract: Executive summary: The purpose of this report is to provide a Marketing Plan for Ryanair, which is developed to strengthen the company's position in the market. It is precisely tailored to the company's actual organizational situation and its market environment. The report deals with analyses of Ryanair Holdings plc and its core business low cost flights with regards to get a status of its performance and the actual market situation in order to develop a suitable and successful marketing strategy. Ryanair offers low cost passenger flights within Europe. The airline serves short haul, point-to-point routes between Ireland, the UK and Continental Europe. Our idea is it to keep the product as simple as possible. Passengers travel ticketless without any frills in one class without any seat it is simple air transportation from A to B. The external environment...



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