

AIRLINE MARKETING STRATEGIES IN PAKISTAN

Final Year Project Report

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By

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AIRLINE MARKETING STRATEGIES IN PAKISTAN

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INTRODUCTION OF THE MEMBERS



Adnan Khurshid (Researcher)

BS-Aviation Management

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My passion about aircraft, their Operations and Management urged me to choose Aviation as a Bachelor's degree and took admission in University of Management and Technology in 2012.

I'm very vibrant student and throughout my four years degree of Bachelors of Sciences in Aviation Management, I have achieved "Rector Merit Award and Dean Merit Award."

I did work in Gerry's Dnata for 3 months at Allama Iqbal International Airport, Lahore. I observed so many issues there specially related to Marketing which Pakistani carriers are facing due to poor Marketing Strategies, Customers don't have proper awareness about their Products and Services.

The main objective to choose "Airline Marketing Strategies in Pakistan" topic for final practicum is to discuss and analyze problems of Pakistani carriers, Marketing Strategies which they are currently facing.

My degree subject "Airline Marketing and Aviation Strategy& policy help me a lot to use Marketing knowledge in effective way, and try to give competitive recommendation after research.

Hardworking and Self-Motivation attributes help me to achieve objective of final practicum efficiently.

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Shazeena Fatima (Researcher)

BS-Aviation Management

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I joined University of Management and Technology in 2012 with the admission in BS-Aviation Management. My passion about airport operation forced me to join Aviation and get chance to gather as much knowledge about it. I have been academically proactive and has been awarded with “Rector Merit Award and Dean Merit Award” every time by offices of controller of examination, UMT. I have shown keen interest in “Airline Marketing” and Aviation Strategy & policy subject which help me to analyze and understand the marketing strategies in better way.

My purpose to choose “Airline Marketing Strategies in Pakistan” Is to discuss the problems that Pakistani carriers are facing today. Globally Airlines are performing outstanding in Marketing but in Pakistan, Airlines are neglecting this power and effective tool, due to which they are losing major portion of Customer.

I believe in continuous hard work and struggle because there’s not substitute of hard work and a person can achieve anytime with this attribute.

I also give some recommendations which will help Airlines to develop competitive Marketing Strategies.

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We are highly thankful to our supervisor “**Professor Faiq Ahmad**” for his previous time, attention guidance in selecting topic and constantly provide information related to topic which helps us to complete practicum within limited time frame.

We are also grateful to our industry people who gave us their precious time and provide real time information.

Our warm thanks and appreciations also go to our colleagues who help us in completing project by using their abilities.

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OBJECTIVE:

Marketing is considered as an integral part of any business. Organizations use it as an effective tool for delivering message to customers in attractive way by understanding and satisfying their needs and wants. But unfortunately, Pakistani carriers aren't giving any kind of special attention towards this important tool.

Our objective in selecting Airline Marketing Strategies in Pakistan for final practicum is to discuss the mistakes of marketing that Pakistani carriers are committing, the problems in marketing strategy due to which customers are switching to foreign carriers like Emirates, Etihad, Qatar, Turkish and so many others.

We also quote examples of successful airlines and analyze their marketing strategies with Pakistani airlines and discuss that they should modify or change their ancient marketing strategies.

In the end, we give some recommendations that how Pakistani carriers can make effective marketing strategies to attract more customers and strengthen relations with loyal customers because without loyal customers, no airline will touch the heights of success.

1. INTRODUCTION

In the beginning, we will give introduction about the practicum topic “Airline Marketing Strategies in Pakistan.” Here, we will discuss that what is the definition of marketing? And why it is an integral part in airline industry?

I. WHAT IS MARKETING?

Marketing is about putting the right things in the right place in the right time in the right price.

Marketing is an activity or process for **identifying, anticipating, communicating, delivering** and **retaining** the **customers** by adding **values** in the products.

When we talk about marketing, we can't ignore the concepts of **needs**, wants and the **market demand**. *Needs* are **basic necessities** for the customers like clothing food and shelter and *wants* are one step ahead from the needs that **what customers desire to have**. Similarly, organization should understand the *market demands* that when the **customers are ready to accept** the product before launching a new product.

Marketing is a dynamic activity and for marketing, it's important for every organization to know about the **customers' needs and wants** because customers' **needs and wants change continuously** like sometimes, customers become more conscious about quality and stick to one organization but on the other hand, many times, customers prefer those organizations which offers low prices and discounts especially when families are planning for vocations.