

Singapore International Airlines: Strategy with a Smile

Recommendation

- Singapore Airlines (SIA) should continue to focus on its core business of providing high-quality service to its customers.
- SIA should continue to invest in its fleet and infrastructure to maintain its competitive edge.
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Conclusion

- Singapore Airlines (SIA) is a leading airline in the world, known for its exceptional service and high-quality fleet.
- SIA's success is due to its focus on customer service, its investment in its fleet, and its commitment to safety.
- SIA's strategy with a smile is a key factor in its success.



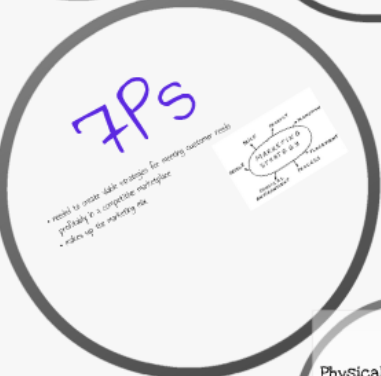
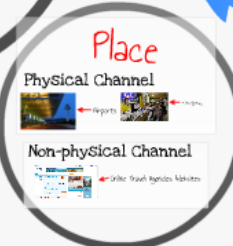
Sub-brands

- Singapore Airlines (SIA) offers a range of services, including first-class, business-class, and economy-class.
- SIA also offers a range of services, including cargo, charter, and special services.



Product element

- 1. Hospitality-related services
- 2. Consultation
- 3. Exceptions



Achievements

- World's most respected travel brand
- Provide air transportation services of highest quality
- Internationally recognized as the world's leading airline

Industry-leading innovations

- Offer free headsets
- A choice of meals and free drinks in Economy Class in the 777-300ER
- Introduce satellite-based inflight telephones in 1993
- Fly the A380 from Singapore to Sydney on 25 October 2007
- An international culinary panel for developing inflight menu



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**SINGAPORE
AIRLINES**

Background of Singapore Airlines

- flag carrier airline of Singapore
- Formed in 1 May 1947
- First airline to operate in Terminal 3
- Best airline of Asia in 2011
- Launch customer of Airbus A380



Achievements

- world's most respected travel brands
- provide air transportation services of highest quality
- internationally recognized as the world's leading airline



Industry-leading innovations

The firsts:

- offer free headsets
- a choice of meals and free drinks in Economy Class in the 1970s
- introduce satellite-based inflight telephones in 1991
- fly the A380 from Singapore to Sydney on 25 October 2007
- an international culinary panel for developing inflight meals in 1998

