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## Introduction of airline

As a essential role in the big family of five big distribution styles ,airline has its own characristic and advantage ,in construct to other four styles of distribution, airline takes up a small area in this family ,but the position is irrepalcedable .in China, there are too many airline companies setting up a separatist regime for their own intrests.but the main is countable, for instance, Air China,China Eastern Airlines,China Southern Airlines,Hainan Northern Airlines,Shandong Airlines,Sichuan Airlines,Shenzhen Airlines,Shanghai Airlines,Xiamen Airlines,etc. they all support our China's logistics development in speed and convenience. so,airline distribution is such a essential role in our all China's logistics area.

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## brief introduction of xiamen airlines

Xiamen airlines ,abbreviation is MF,it is a joint venture company ,China Southern Airlines is its largest shareholder of about 60% , and xiamen jianfa company is the other shareholder of about 40%. Xiamen airlines is a comprehensive company which contains two bases in fujian :xiamen gaoqi airport(XMN),and fuzhou changle airport(FOC) . Besides its real airlines are too many ,divided into two parts, domestic lines and international lines, the countries the airlines could reach are more than the places that several other aviation companies could reach.therefore it is a success company full of power.

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# resolutions and suggestions

- 1: Just keep and remain the characteristics of this style of transportation, because it's this style's soul.
- 2: take more cooperation with some adverts companies, make some efforts in advertisement to raise the company's reputation and publicity.
- 3: improve its hardwares, it's basis after all.
- 4: adopt others' good points and avoid their shortcomings.
- 5: .....

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