

Now You See It, Now You Do Not: The Case Of Jet Airways And Its Accounting Policies

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BRITISH AIRWAYS

104
+ 40 000 employees
222 planes

239 destinations
72-based airports in the world
A340

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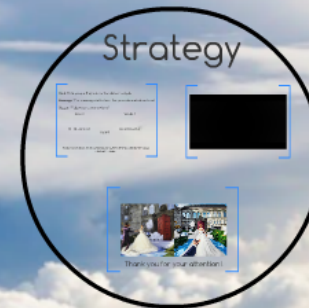


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Osman couple

Nahly Osman
Businessmodel

Murad Osman
Businessphotograph

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Strategy

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Now You See It, Now You Do Not: The Case Of Jet Airways And Its Accounting Policies

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BRITISH AIRWAYS

1974 + 40,000 employees 262 planes

209 destinations 7th best airline in the world 8/4/70

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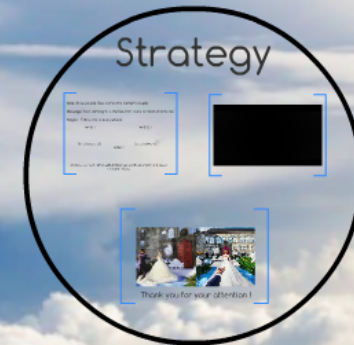


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Osmann couple

Natalie Osmann Married Osmann
Russian model Miss on photograph

Who are the Osmanns?
The Osmanns are a Russian family who became famous for their appearance on the cover of the magazine Maxim in 2007.

The Case Solutions.com
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Strategy

What is the company's strategy?
The company's strategy is to provide a high-quality service to its customers.

Thank you for your subscription!

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262 planes



209 destinations



7th best airline in the world
8.14/10

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TheCaseSolutions.com Osmann couple



Nataly Osmann
Russian model



Murad Osmann
Russian photograph

Why are they famous ?



- Create together this famous picture
- The first picture
- Follow me to project : #FollowMeTo
- Worldwide known



208k followers 5.6M followers 5k followers

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Why are they the perfect brand ambassadors for British Airways ?



- They travel everywhere and everytime
- Travel blogger (@followme.travel)
- They share all their adventures on social media
- One of the most famous travel influencers

Young, Cute, Elegant, Stylish, Friendly, Joyful, Funny
They show an image of a perfect couple, they give to people the envy to travel

Why do we need both of them ?



His idea
His work



Her face
Her body
Her beauty

- People can't know one without the other
- People follow the love story

Osmann couple



Nataly Osmann

Russian model



Murad Osmann

Russian photograph

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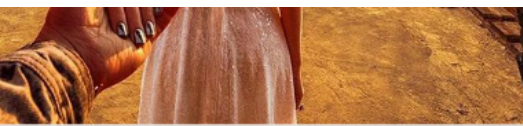
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5k followers

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