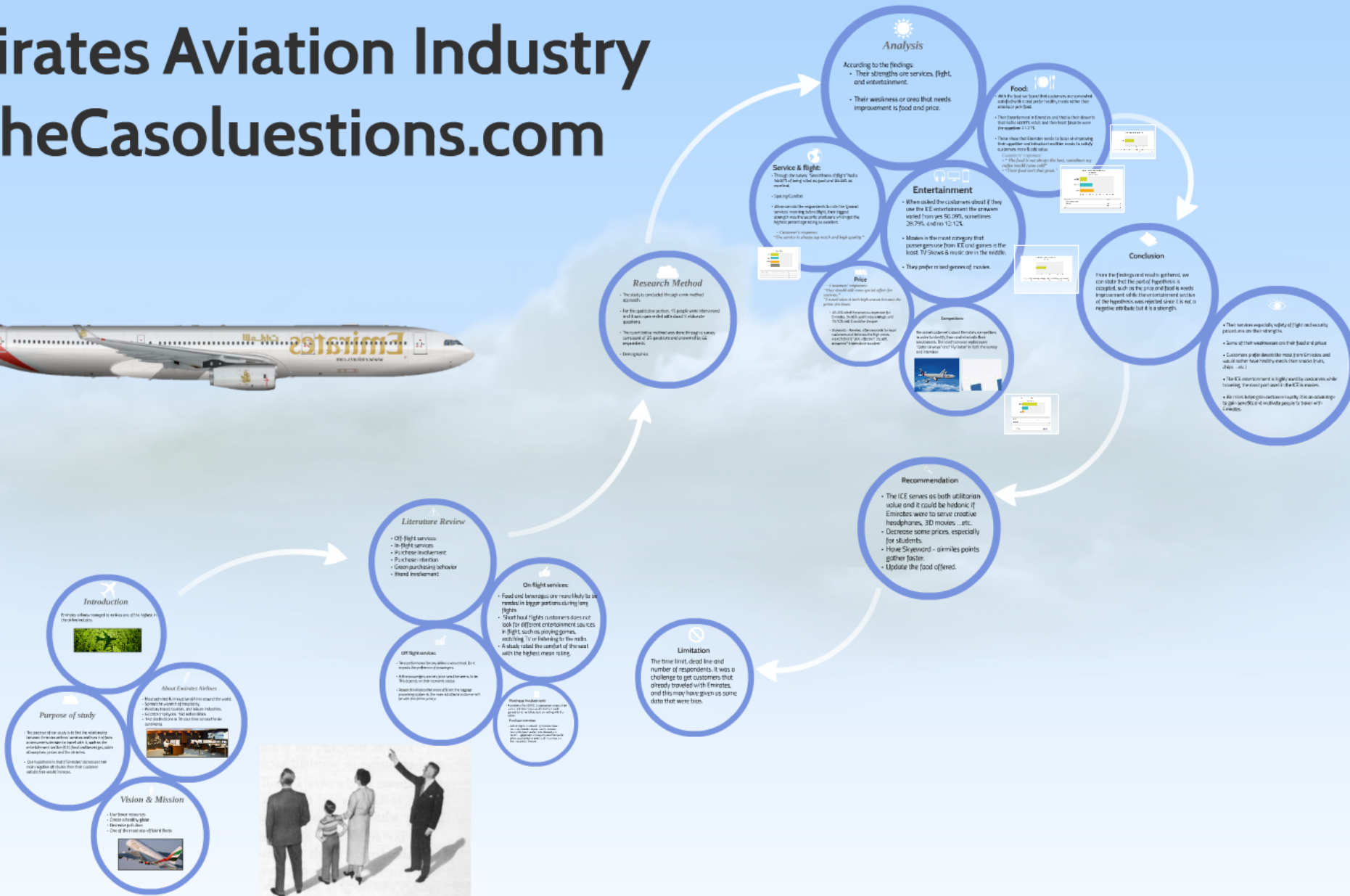


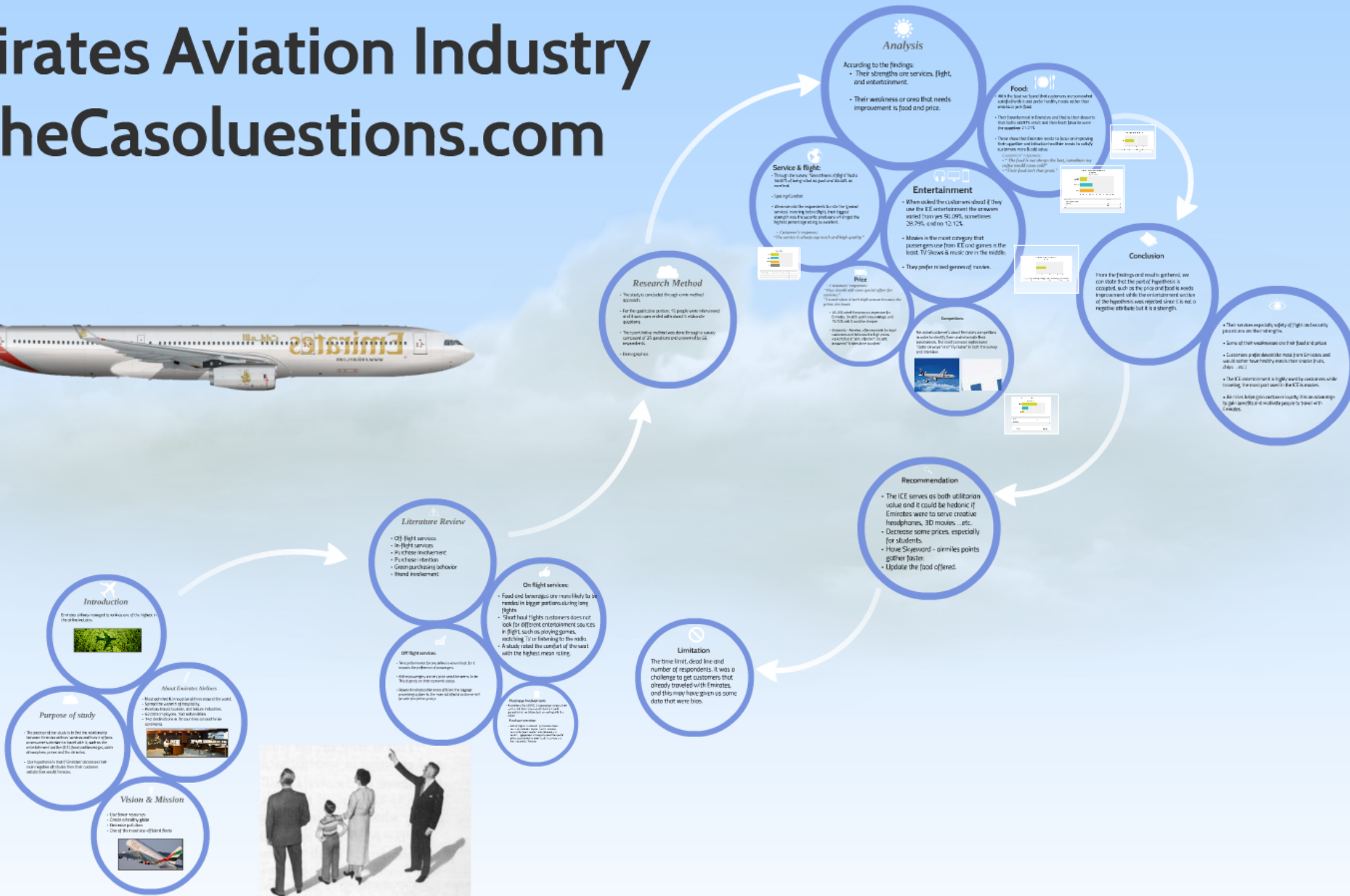
Emirates Aviation Industry

TheCasoluestions.com



Emirates Aviation Industry

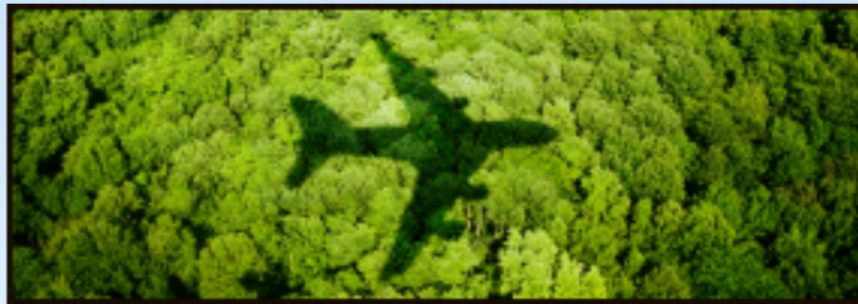
TheCasoluestions.com





Introduction

Emirates airlines managed to rank as one of the highest in the airline industry.

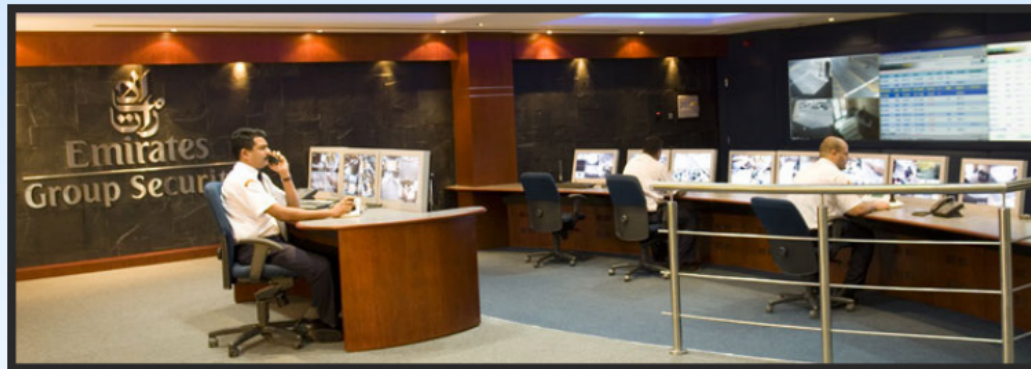


About Emira



About Emirates Airlines

- Most admired & innovative airlines around the world.
- Spread the warmth of hospitality.
- Aviation, travel, tourism, and leisure industries.
- 62,000 employees, 160 nationalities
- 142 destinations in 78 countries across the six continents





Vision & Mission

- Use fewer resources
- Create a healthy globe
- Decrease pollution
- One of the most eco-efficient fleets

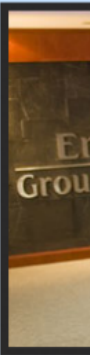




Purpose of study

- The purpose of our study is to find the relationship between Emirates airlines' services and how it affects a consumer's decision to travel with it, such as the entertainment section (ICE), food and beverages, cabin atmosphere, prices and the air miles.
- Our hypothesis is that if Emirates' decreases their main negative attributes then their customer satisfaction would increase.

- Most
- Spread
- Aviation
- 62,000
- 142 countries
- contin



Vision &



Literature Review

- Off-flight services
- In-flight services
- Purchase Involvement
- Purchase intention
- Green purchasing behavior
- Brand involvement

- Food and beverages needed in flights
- Short haul flights look for