

Emirates Airlines- Connecting the Unconnected Harvard Case Solution & Analysis



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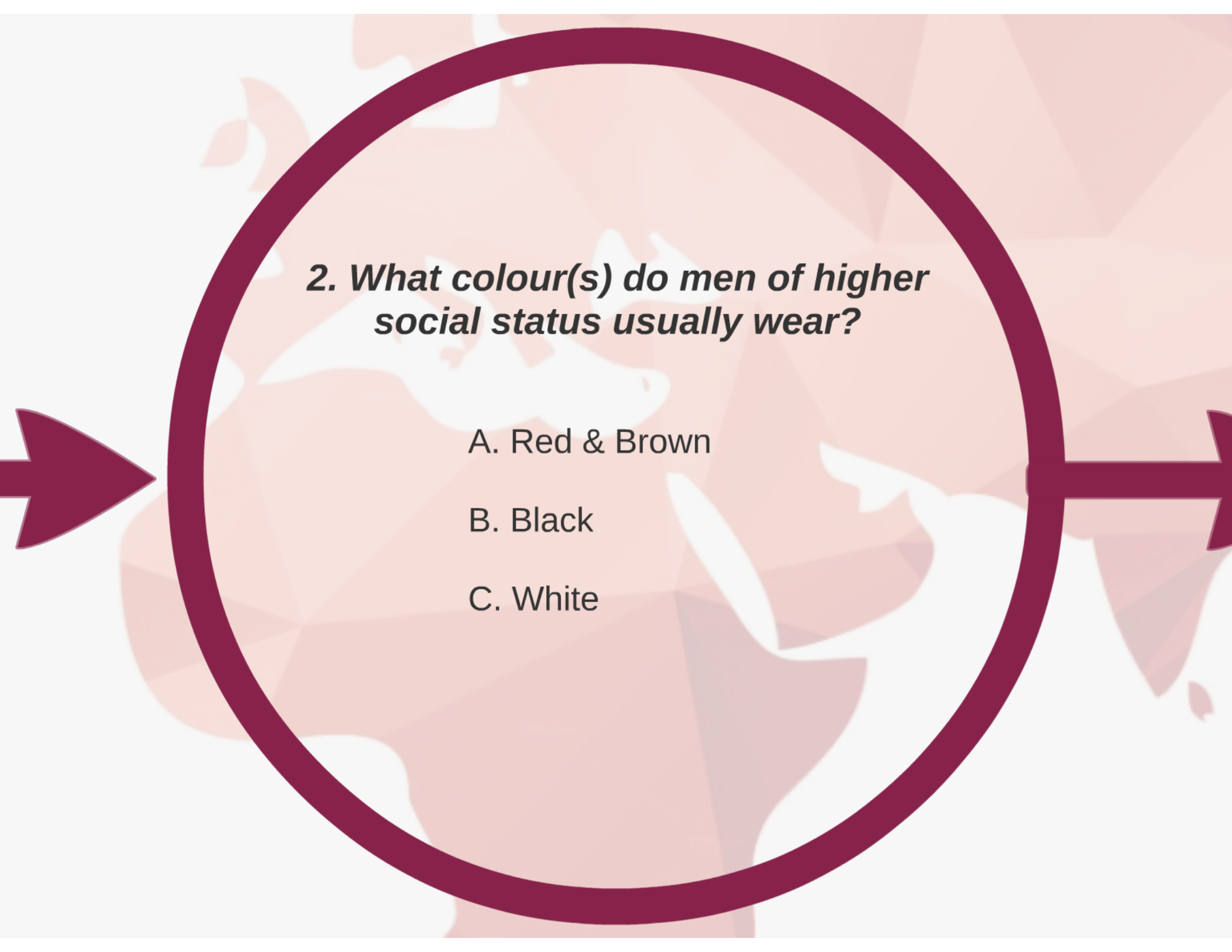
1. The United Arab Emirates was born in 1971 as a federation of states after independence from the British. How many states are part of it?

A. 3

B. 7

C. 5





2. What colour(s) do men of higher social status usually wear?

A. Red & Brown

B. Black

C. White

3. Education in the UAE:

A. Public schools free

B. Public schools for a fee, only medium and higher class children can afford it.

C. Education is not ruled by the state. Only very expensive international private schools

Marketing strategy: 4Ps



Exoticism, luxury
and the welcoming
and pride of arab
culture

Glamour: perfect looking
staff, attention to interior
and food design



Product

3 products, all high quality service, comfort and practical



