

# Hong kong airlines marketing plan for india

[Business](#), [Marketing](#)



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1. Introduction 6 The purpose of this project is to develop an international marketing plan for Hong Kong Airlines to expand to the India market. The first part of the project will cover the current marketing mix and strategies of Hong Kong Airlines, as well as the SOOT analysis. The second part will analyze the India market and explore the feasibility for Hong Kong Airlines to enter this market as a low-cost carrier, or commonly known as a budget airline. It will be followed by some foreseeable challenges, with the relevant remedial measures. 2.

Current Marketing Mix This section will illustrate the current marketing mix of Hong Kong Airlines. Hong Kong Airlines Marketing Plan for India By Launching Hong Kong Airlines is a full service carrier which provides both scheduled regional flights and cargo services within the Asia-pacific Region. Price The airfare for Hong Kong Airlines is relatively lower than that of its competitors such as Catchy Pacific and Dragon. Place Hong Kong Airlines is a Hong Kong-based airline with its main hub and corporate head office at the Hong Kong International Airport.

It uses the banyan flower, the emblem of Hong Kong, as its logo. People Hong Kong Airlines emphasizes that their staff are young and energetic. It is expected that the size of employees will reach 2, 600 in the near future.

Physical Evidence As of February 2013, Hong Kong Airlines' fleet consists of 25 aircrafts with an average age of 3. 9 years. This is relatively new when comparing with other airlines. Processes Hong Kong Airlines adopts both direct and indirect process - direct online sales via its corporate website and indirect sales via travel agencies.

**Promotion** Currently Hong Kong Airlines promotes mainly via advertising, incentives, customer relationship management and public relations.

**Advertising** Hong Kong Airlines does both hard and soft selling through digital platforms, including its corporate website, Facebook, Web and Mobile APPS. Positioning as a young and enthusiastic airline, Hong Kong Airlines has invested a considerable amount on online channels in order to reach its potential customers. Besides, Hong Kong Airlines has utilized television commercials, printed advertisements and advertorials in magazines.

**Incentives** Hong Kong Airlines collaborates with local travel agencies, such as China Travel Service (Hong Kong) Limited. The travel agencies bundle air tickets with hotel accommodation and offer seasonal packages with appealing discounts. **Customer Relationship Management** Hong Kong Airlines has a customer loyalty program - the Fortune Wing Club. The baggage allowance to its frequent flyers. **Public Relations** Hong Kong Airlines highly involves in charity projects and sponsorship events.