

Turkish airlines essay

[Environment](#), [Air](#)



Marketing management is the act of choosing and targeting different markets and creating good relationships with them, regarding the resources of the company. The marketing managers are the responsible for directing and entering a company to different markets by setting a marketing plans and strategies based on information allocated by studying the markets and defining the needs and wants of customers and come up with products that satisfy the needs of customers and gain the market.

According to Richard Branson, the founder and owner of Virgin Company, one of the richest and famous entrepreneurs in the United Kingdom and worldwide, " A business has to be involving, it has to be fun and it has to exercise your creative instinct". In marketing we almost use the four P' s, (product, price, promotion, place), these four P's represent a convenient way to summarize the main factors involved in any marketing strategy. Often, marketing strategy will evaluate a marketing plan in order to implement the strategy decided and meet the business objectives.

The purposes of marketing plan is to help you state your vision, mission and values, it needs to include your marketing budget, marketing strategy and the advertising plan you will use to market your business, and you need to keep it flexible to be sure you rich you goals and invest the money wisely. II. Company's Background: Turkish Airlines is a government company that was established on May 20, 1933 as Devlet Hava Yollari (DHY) (State Airlines Administration) and it is a department of Turkey's Ministry of Defence. Its fleet have been made up of a handful number of four to ten seat aircraft.

The administration became part of the Ministry of Public Works in 1935, but three years after, it was renamed the “ General Directorate of State Airlines” and was placed under the Ministry of Transportation. Due to the post-war U. S. assistance program to Turkey, the airline company has made many benefits, especially with the help of Pan American, the fleet has been upgraded with Douglas DC-3s, and Turk Hava Yollari became one of the largest airline companies in the Middle East. The first international flight was in 1947, and connected Ankara with Athens in Greece, via Istanbul.

Later were added to the route network Nicosia in Cyprus, Beirut in Lebanon and Cairo in Egypt. However, until the 1960s, the domestic service remained the airline’s focus. The airline company was reorganized by the Turkish government in 1956, and was renamed to Turk Hava Yollari A. O. (THY) since it was capitalized at TRL 60 million. The British Overseas Airways Corporation (BOAC) then began supplying technical support after acquiring a 6 percent shareholding, which it held for about 20 years. In November 1990, private investors took 1. percent of shares in a small public offering, but because of economic and political setbacks, the process leading to the greater privatization was delayed by several years. Despite the fact that the company was publicly traded, the government owned about 98 percent of shares, and the privatization program was revived in 2004 with a public offering of 20 percent of shares on the Istanbul Stock Exchange. 75 percent of shares were owned by the Turkish government after the offering, fact that raised \$170 million and THY chose to divest its 50 percent holding in Cyprus Turkish Airlines (Kibris Turk Hava Yollari) in 2005.

The principal division of Turkish airline is Turkish Technic, while their actual principal competitors are Fly Emirates and Qatar Airways after passing the competition of Azerbaijan Airlines, Cyprus Air, Fly Air, Lufthansa A. G. , Onur Air and getting awarded as world's best economy class airline onboard catering in 2010 Skytrax world airline award that was in Hamburg. Turkish Airline is the second most growing airline company in Europe in 2009, and also the best airline company in Southern Europe. III

Mission is a measurable goal, every company needs to have to know where it is going, and its current situation along the process. A business can have many different missions under the format of the vision of the business. So, Turkish Airline's mission is to become the leader in the European air carrier market with a global destination network due to the strict compliance with service quality, flight safety, reliability, product line and competitiveness, while keeping its identity as the Turkey's Republic flag carrier in the civil air transportation industry.

Vision is about the future situation that a business wishes to attain; the vision's intention is to control, to guide, and to encourage the business as a whole to achieve the desirable state of the business. The visions of Turkish Airlines according to the official website are: - Becoming an air carrier with a continued growth trend over industry average with zero major accidents or crashes, - Becoming the most envied service levels worldwide and unit costs equating with low cost carriers, - Sales and distribution costs below industry averages, Personnel constantly developing their qualifications with the

awareness of the close relationship between the benefits for the company and the added value that they contribute.

Entrepreneurship that creates business opportunities for fellow members in the Star Alliance and takes advantage of the business potential provided by them, - A staff well adapted to modern governance principles by observing the best interests of not only shareholders but also stakeholders Values define the business beliefs, the rules that control the business to the peers, the staff and importantly to the customers.

Turkish Airlines' values are to consider customers as kings and also looking forward providing good atmosphere to employees in order to let them give their best concerning dependability, flexibility, creativity, innovation and to guarantee a high value of the brand name.

According to Kotler, the marketing strategy, aims and objectives is what unique position will the company be able to achieve, what the other advantages that the company will have at the end of the day and how the company will sustain these advantages all the time and that's will drive the company. A marketing strategy is about the designed marketing plan to achieve a certain marketing objectives; there might be some objectives like becoming the market leader.

The strategic plan here is a planning with details includes a marketing research, and next evaluating a marketing mix to become the leader. Every company needs to have marketing objectives to work on and achieve the strategy. In a marketing strategy, time is everything as long as the company

take the advantage to plan, to distribute, and to develop. Turkish Airline based its main worldwide advertising program on sponsoring some big football club such as FC Barcelona and Manchester United FC, but also the Turkish football national team.