

Marketing strategy of china southern airline

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



China Southern Airline is the world's sixth-largest airline measured by passengers carried. It is also the fourth-largest airline in the world in domestic passenger traffic and the sixth-largest in scheduled domestic passenger-kilometres flown Marketing Strategy.

1. Maintain marketing share.
2. Expanding marketing structure, increase market share, identifies new customers, open up new routes, and stimulate visitors.
3. Control costs of production, Implementation of returns to scale, achieve economy of scale. These are China Southern Airlines Group's purpose and mission.

China Airlines and China Southern Airlines signed a strategic cooperation agreement in Guangzhou. To maintain and training good services, they worked together as Flights- Attendants-Month-Exchange-Program. On 28 August 2004, China Southern Airlines signed a Memorandum of Understanding with the airline alliance SkyTeam. On 15 November 2007, the airline was officially welcomed as the 11th member of SkyTeam, becoming the first mainland Chinese airline to join any global airline alliance, expanding the alliance's presence on mainland China.

Besides Skyteam members, it also has codeshare agreements with Thai Airways International, United Airlines, Malaysia Airlines, Japan Airlines, Asiana Airlines and Pakistan International Airlines. From a marketing perspective, company should maintain a brand by expanding services, and reshape the image in adjustment aviation product strategy. In demand and

supply, passengers and shipper are the customers who choose flight routes. They mainly selected brands with great services and even greater emphasis on functionality.

Expansion of services is valuable to travelers with additional services which provided by transport functions combine in order to distinguish it from its competitors, and enhance their competitiveness. There is mainly focus on the extension of the European airline sales strategy. The car rental, hotel residences, transport and transit... these kinds of services in one bundle, implementing one-stop service. These initiatives can effectively serve the real target visitors, but also create some benefit to the airlines. Besides, it provides flights installment

In order to maintain regular customers or travelers, increasing customers' loyalty is an ordinary method to create greater revenue. China Southern Airlines flies to 169 countries worldwide, including code-share destinations. It maintains a strong presence in the domestic market, with its main hubs being Guangzhou Baiyun International Airport, Chongqing Jiangbei International Airport, and Beijing Capital International Airport, along with other focus cities in Changchun, Changsha, Dalian, Shenyang, Shenzhen, Wuhan and Zhengzhou.