**Air Asia Marketing Plan**

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| **Section** | **Comments** |
| **Purpose and Mission**  *What is Air Asia’s general mission?* |  |
| **Situational Analysis**  *What circumstances is Air Asia currently facing and why? What are its main strengths and weaknesses?* |  |
| **Marketing Objectives**  *What is Air Asia aiming to achieve, for example, in revenue and market share of the business sector Air Asia is targeting?* |  |
| **Marketing strategies**  *Suggest some marketing strategies that Air Asia could use to achieve its new objectives – think about the 4/7 P’s*  *Why will they be successful? What might limit their success?* |  |