

PRESENTATION ON



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KINGFISHER
AIRLINES



Introduction to United Breweries Group



- Founded in-1857
- Chairman- Dr. Vijay Mallya
- Headquartered- Richmond Road, Bangalore

- **Products-**

Brewery, Alcohol Beverage, Aviation, Chemicals & Fertilizers , Mangalore chemicals & fertilizers Ltd., UB Global(trading company)

About Kingfisher Airlines..



VISION: 'The Kingfisher Airlines family will consistently deliver a safe, value based and enjoyable travel experience to all our guests.'

Kingfisher airlines was established in 2003, but commenced its operations on May 9,2005.

Kingfisher Head Office is located in Ville Parle Mumbai, but its registered office is in Bangalore.

Sanjay Agarwal is the current CEO of the company.

COMPANY PROFILE



- Started operations on : 9 May,2005
- First flight: Mumbai to Delhi
- Aircrafts called 'Kingfisher Fun Liners'
- Modeled it's strategies on JetBlue Airways
- All aircrafts had IFE
- Only one class- Kingfisher class

Promotion Mix Of Kingfisher Airlines



This section can be best explained using IMC(Integrated Marketing Communication)

ADVERTISING:

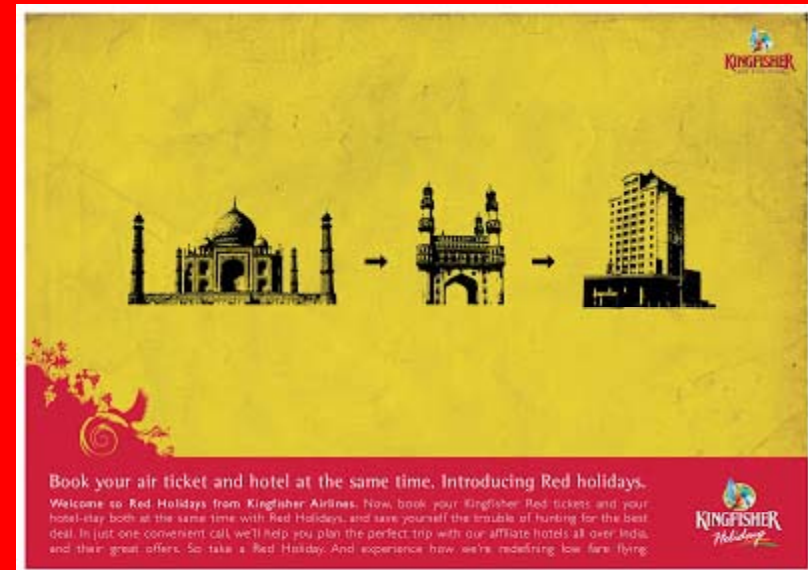
This is any paid form of non- personal presentation & promotion of ideas ,goods & services from an identified sponsor.



- Outdoor advertising through hoardings...



- Advertising through print media(in newspapers and magazines)



- Advertising through electronic media(television)

SALES PROMOTION:

These are short-term incentives to enhance the purchase or sale of a product or service.



Launch of Kingfisher calendar

PUBLIC RELATIONS:

This is building good relations with the company's various public by obtaining favorable publicity, building up good corporate image, handling or heading unfavorable rumors, stories and events.



Events / Sponsorships



Sponsor IPL cricket match & provide free stay to cricketers



Host Lakme Fashion Week

PERSONAL SELLING:

Personal presentation by firm's sales force for the purpose of making sales & building customer relationship.



SALES PROMOTION PERSONAL SELLING

Travel Agencies



Offers



Front line staff



King Club



Kingfisher Red



5 Star Privileges



DIRECT MARKETING:

It includes direct connection with carefully targeted individual consumers both to obtain immediate response & cultivate lasting customer relationships- the use of direct mail, the telephone, direct response television, e-mail, the internet & other tools to communicate with specific consumers.



Mobile Advertising

Hospitality meets Entertainment with Kingfisher Hotels. Enjoy a whole new world of good times. Kingfisher Hotels in your city. Avail 10% discount on first booking. For more details logon to www.kingfisher.com

KINGFISHER HOTELS

KINGFISHER HOTELS

SEARCH FOR PROMOS FOR JAN 11 2008
THU JAN 11 10:00PM
EPISODE 501

- Schedule
- Episode Guide
- Contestants
- Judges & Hosts
- Host Blogs
- Mobile Poll
- Community
- Photo Gallery

SMS pushes, hotel bookings and information on wap site, Special Honeymoon Packages

E-mail & sms alerts to customers before & after flying Kingfisher. Alerts also to family members or office on the location of the aircraft, arrivals & departures.

STP STRATEGIES



STP Analysis

- **Segmentation**
 - Geographic Region
 - Density
 - Social Classes
 - Income Level
- **Targeting**
 - Kingfisher First
 - company executives
 - Kingfisher Class
 - lower middle, upper middle, lower upper segment
- **Positioning**
 - Lifestyle
 - Benefits
 - Quality

STP Analysis

2006 © aerpix.net

Targeting:



The people in the age group of 25-45 years of age are the target audience of Kingfisher airlines. This segment has travelled extensively & is aware of international travel trends.

They are modern, trendy & upwardly mobile looking for a great flying experience.

They target young married professionals (age group 20-35) with small kids & with income levels more than Rs. 7 lakhs per annum; who generally commute between Tier 1 & Tier 2 cities; travel for business & leisure; frequent fliers; enjoy the luxuries of life.

These fliers are generally observed to be hard core loyal.

POSITIONING:

The airline was called a budget airline & not an Low Cost Carrier. Fares were above those of LCC's but lower than the economy class fares of Jet, Sahara & Indian Airlines.



Kingfisher Airlines also allowed multiple fare options & auctioning of tickets on all traffic routes.

The one word which people associate with Kingfisher Airlines is 'EXPERIENCE'.

KFA created a new category Aviation Hospitality, thus making hospitality & service the main focus.

Consumers know that they just have to pay a bit more for high level of comfort during the journey.

This shows how efficiently they have positioned themselves in the market as a premium brand that provides high quality service at a bit extra cost.

Customer Loyalty Practices of Kingfisher Airlines



- **KING CLUB**: Frequent flyer program under which members used to earn King Miles, hotels, car rentals, finance & lifestyle businesses.
- **KINGFISHER LOUNGE**:
Kingfisher lounges were exclusively meant for Kingfisher First passengers, along with King Club Silver & King Club Gold members .

Lounges were located at-

- Bangalore International Airport
- Chennai International Airport
- Cochin International Airport
- Chhatrapati International Airport
- Indira Gandhi International Airport
- London Heathrow Airport



KINGFISHER Red





Four distinct levels made up the structure of the scheme:

- King RED
- King Silver
- King GOLD
- King PLATINUM

Entitled to –

- Kingfisher lounge
- Priority check-in
- Excess baggage allowed
- Bonus miles
- Kingfisher first upgrade vouchers

SERVICES

- Domestic
 - Kingfisher first
 - Kingfisher class
 - Kingfisher red
- International
 - Kingfisher first
 - Kingfisher class
 - Kingfisher red
 - Kingfisher Lounge.



MEDIA BUDGET



Media Budget



Media Class	% Budget	Media Vehicle
Television	20	Major channels & TV shows
Print	35	Magazines, newspapers
Point of Sales	3	Brochures, discount coupons
Outdoor	10	Hoardings, Airport terminals
Cinema	8	Movie tie-ups, in-film promotions
Internet	5	Website, banners, emailers
Mobile	3	SMS, Wap sites
Direct Mail	2	Mail to potential guests
Events / Sponsorships	10	IPL Cricket, Lakme Fashion Week

SUGGESTIONS TO KINGFISHER AIRLINES:



- Remove the flights from low frequency routes.
- Try to bring down the cost-per-flight if an airport services more number of flights.
- Avoid aggressive expansion of fleets.
- Avoid full course meals, give snacks.
- Try to focus on smaller aircrafts(50-70 seaters) & fuel efficient planes for short distance.
- Comply with expectation of the society/ community both in terms of legal compliance as well as a good corporate citizen.
- Holiday packages for the people who frequently travel 3-4 times in a month , from the same airline.



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