

The impact of e-commerce on the logistics function of an airline - Executive Brief



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Reviews

Merely no phrases to describe. Better than never, though i am quite late in start reading this one. Its been written in an extremely easy way which is merely following i finished reading this publication through which in fact transformed me, change the way in my opinion.

(Pedro Renner)

THE IMPACT OF E-COMMERCE ON THE LOGISTICS FUNCTION OF AN AIRLINE - EXECUTIVE BRIEF



Grin Verlag Apr 2012, 2012. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Titel. - Seminar paper from the year 1998 in the subject Business economics - Trade and Distribution, grade: 1, The University of Sydney, language: English, abstract: TThe impact of electronic commerce on logistics functions is considerable. It will foster the necessity of coordinating particularly marketing and logistics functions. The use of electronic commerce will lead to significant reductions in cost and increased revenues(sections 6 to 10). The most important being: significant reduction in distribution cost (section 9).Incremental revenues through reduced inventory of seats (section 8)The costs of implementing electronic commerce are significant, however savings in airline operations costs of up to 70% have been reported, depending on the share of electronic tickets. As long as this share remains low, short-term revenues cannot be expected (section 11). 32 pp. Englisch.

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