

**A STUDY ON PROMOTION STRATEGIES OF PELANGI AIRWAYS
NEW SECTORS**

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CHAPTER ONE
INTRODUCTION

1.0 AN OVERVIEW OF PELANGI AIRWAYS SDN BHD

Pelangi Air Sdn Bhd is one of Malaysia's national airlines. It was incorporated on September 15, 1987 with paid up capital of RM 3 million. Initiated operations with two deHavilland DHC-6 Twin Otter aircraft on January 1, 1988.

Pelangi Airways establishment is to support the development of the tourism industry and meet the increasing air transport needs of the country. By providing the air connection between destinations, easier accessibility and better choice of mode of transport offered to passengers. It developed the tourism and business industries also facilitate the integration among people of the various destinations.

Initial shareholders included Terengganu State Government (44.4%), Wira Kris Engineering (33.3%), Malaysia Airline System (11.1%), Malaysia Helicopter Services (11.1%).