

Airline

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Latin America	Target:Low income expatriate	Positioning:Supersonic rates for Europe Asia, Africa and
minutes, Good quality	Unique selling proposition:Always offer a bonus (+1 CHF, +1 €);	Minutes:High
interactive call attendant	Billing:Rounding, Set-up and admin charge	Customer service:Yes, via an
	http://www.airline-card.com/	

Unique selling proposition:Always offer a bonus (+1 CHF...),	Target:Low income expatriate	Positioning:Supersonic rates for Balkan region
Good quality	Billing:Rounding, Set-up and admin charge	Minutes:High minutes,
attendant	http://www.airline-card.com/	Customer service:Yes, via an interactive call