

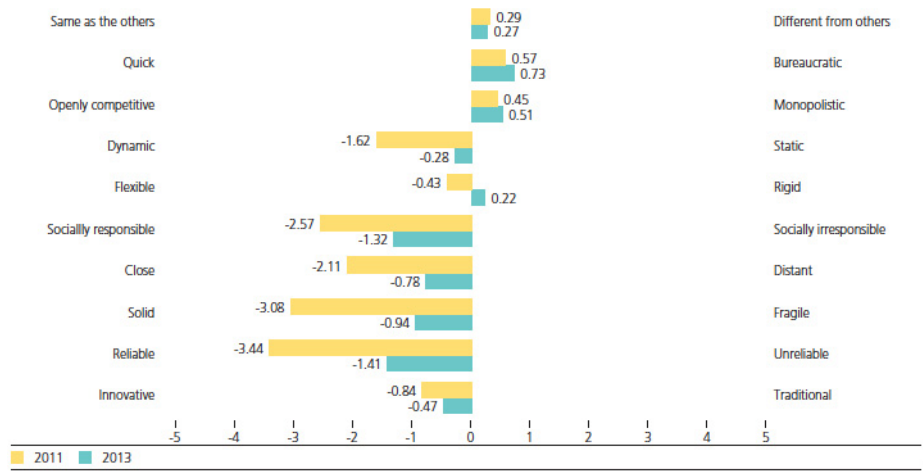
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Stakeholder's survey

111 stakeholders were interviewed, of which 80 within the aviation and non-aviation client categories, controlling the evaluation of the central identity characteristics of SEA

The perceived image of SEA, as based on the evaluation of its central elements, has deteriorated to a degree of 0.29. The positive aspects which were widely recognised by stakeholders, such as reliability, solidity and a commitment to the environment. The same consideration is applicable for positive aspects (such as flexibility and innovation), which in 2011 were 0.27. The negative features, such as bureaucracy and a monopolistic approach, remained at the same values ? previous year.

Perceived characteristics of the company

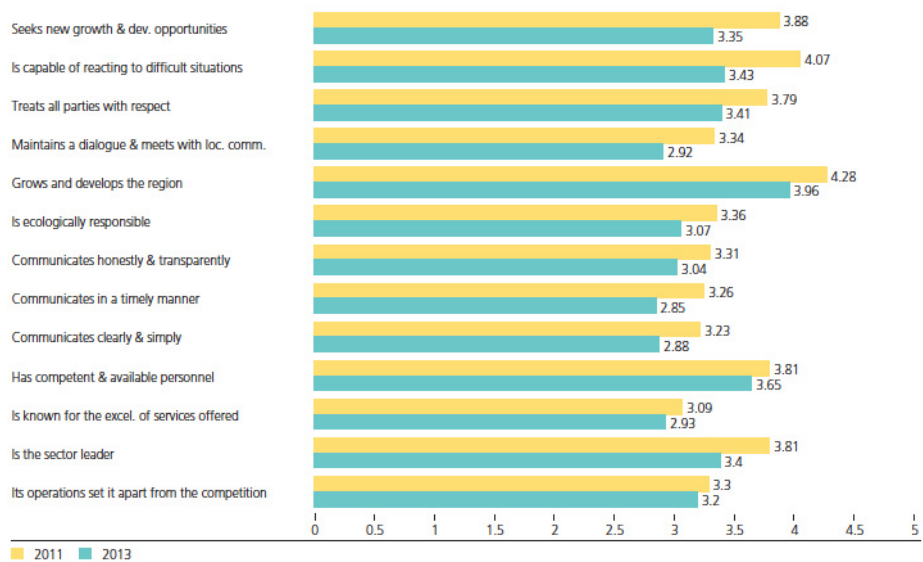


Source: SWG, Survey of SEA Group stakeholders 2013

Evaluation of the distinguishing features of SEA

The factors which SEA believe represent the strong points of the company ? or rather the intangible assets which distinguish it from its competitors. Other distinguishing elements, confirmed in both interview sessions, concerned the professional and relational aspects of the company.

Evaluation of the distinctive features of SEA



Source: SWG, Survey of SEA Group stakeholders 2013

