**13e1 Introduction to LowGo Case Study**

You are going to be asked to do an exercise (worth up to 10% of your total PMA marks) involving the creation of LowGo, a new **low cost** no frills airline that has just been set up in Malaysia, providing international flights operating to and from several airports both within South East Asia and globally.

The company is especially keen to use QFD to help it decide what system design elements it should be most focusing on, so that the airline competes effectively with others in the market when it launches at the end of next year.

In advance of the exercise, you can begin to think about what it might take to create an airline of the future?

When people think of designing an airline, their immediate reaction is to think of the aeroplanes. But, there is much more to it than that! For a start, you might need to consider how you will address the following:

* The type of aircraft you use and how many will you need? Large aircraft can transport more people but cost much more to run and can only land in certain airports.
* How you will fit out the aircraft – Maximising seating versus providing sufficient legroom? Mood lighting?
* What about the infotainment systems – will you have state of the art seat infotainment? Will people have access to wifi? Can they use their own devices? What will you provide in the way of entertainment and information?
* Catering and food – some airlines offer the basics, but others go out of their way to provide a culinary experience that rivals well known restaurants.
* The staff themselves – you’ll need to hire (and keep well trained) qualified airline pilots and flight attendants whilst in the air, but also you need to ensure you have competent check in and gate checking staff to ensure efficiency and courtesy to passengers.
* The baggage handling ‘system’ – and where does it start and stop?
* The check-in process – how much of this is done online these days and could it change?
* An airline’s website these days is very important to provide information prior to booking – on routing, timetables, luggage allowances but also for booking and issue of tickets, checking in online, information en-route to the airport and at the airport itself.
* The scheduling and code sharing arrangements to ensure that passengers have as much flexibility to get from A to B
* Ticket pricing is very important in the airline industry, so decisions have to be made to remain cost-competitive

....and there are many more factors not addressed in this list that may be just as important to an airline.

Whilst the information given in this pre-exercise briefing document is sufficient to ensure you have enough information to complete the exercise, there are several documents in the LowGo case study pack on Moodle (under the exercises heading) that could give further insights into the way airlines might operate in the future. Feel free to look at these documents, although they are not necessary for doing the LowGo case study exercise.