

## **Starting with the name of Allah Almighty, who is most Beneficial and Merciful.**

When I came to know that I have to make a final project which has been submitted by me after my final exam. In starting of project I don't understand what to do and how it done. After starting my effort on **MARKETING OF LCC** I found many people who are standing for me to help and for encouraging me to go for that topic. They encourage me to do research me on topic which I decided. In whole process there comes many problems in which they help me. Here I mention a name who help me most my respected teacher and my supervisor in project sir **Faiq**, faculty member of aviation department. From his inspiration and courage, I'm able to complete the project.

At last I want to dedicate my project to my Parents.

## **Self Introduction:**

I'm Hanzala butt student of Bs aviation management in university of management and technology. I'm from Lahore. Done my matriculation from Punjab school, after that got admission at Punjab College Lahore. Done my inter as a student of ICS. Four year study as a student in UMT is too good I have collect many experiences. Which include a 3 month internships as traffic assistant in Gerry's dnata at Lahore International Airport. Now I'm doing pilot study from Airborne Aviation. This project is for my final assistance in UMT.

## **Institute information:**

Name: Hanzala Butt

ID: 13004001014

Email: 1300400014@umt.edu.pk

# CONTENT

|                                    |    |
|------------------------------------|----|
| 1. Introduction to topic.....      | 2  |
| 2. Objective.....                  | 2  |
| 3. Conceptual frame.....           | 4  |
| 3.1. Service market.....           | 4  |
| 3.2. Costumer deeds.....           | 5  |
| 3.3. Consumer decision making..... | 6  |
| 4. Context.....                    | 8  |
| 4.1.1. Transport.....              | 8  |
| 4.1.2. Aviation.....               | 10 |
| 4.1.3. Commercial airline.....     | 10 |
| 4.2. Low cost industry.....        | 14 |
| 4.3. Low cost airline.....         | 15 |
| 5. Marketing research.....         | 19 |
| 5.1. Methodology.....              | 19 |
| 5.2. Data analysis.....            | 20 |
| 6. Conclusion.....                 | 24 |
| 6.1. Industry trends.....          | 24 |
| 6.2. Recommendation.....           | 25 |
| 6.3. Limitation.....               | 26 |
| 7. Appendix.....                   | 27 |

## **1. Introduction to topic:**

Degree requirement is to make a final project of my own topic. This final project which is use full in future and as well as for the people of society, but to cover all subject which I study in 4-year degree I have to choose a topic which is innovative with a rising future, so for that I'm planned to make business model that fulfill my desired conditions on which I'm looking.