

Low Cost Airline Business Plan in Pakistan as Domestically

Resource Person

Syed Anwar Husnain (13004001004)

M.Adnan (13004001007)

Faheem Jabbar (13004001003)

Supervisor

Mr. Nawaz Gill



A Research Project

Submitted to the Aviation Department

In Partial Fulfillment of the Requirement of the
Bachelor of Science in Aviation Management Degree

University of Management & Technology

Year 2013-2017

FRIENDS WAY

LOW COST CARRIER



FRIENDS WAY

“FRIENDLY LOW FARE BIRD”

TABLE OF CONTENTS

<u>CH. NO</u>	<u>TOPIC</u>	<u>PAGE NO</u>
	Acknowledgement	7
1.	Executive Summary	8
2.	Vision, Mission & Values	9
3.	Target Market Analysis & Service Offering	10
4.	Market Strategy & Distribution Plan	16
	i. SWOT Analysis.....	
	ii. PESTLE Analysis....	
	iii. 7P's....	
5.	Competitor	35
	i. PIA.....	
	ii. Airblue.....	
6.	Risk Plan	51
7.	Staff Requirements	56
8.	Fleet Planning	60
9.	Route Planning	62
	i. Per Leg Flight Profit	
10.	Schedule Planning	113
11.	Cargo Service.....	117
12.	Authority of PCAA for License	119
	Citation or References	

Introduction of Resource Persons

Syed Anwar Husnain:

Hi, Myself Anwar. I am the Student of BS Aviation Management. I am from Sialkot. I have done my Matric from DUBAI. I have done intermediate from SITT College Sialkot. I have 2 month work experience of Travel agency. UMT institute awarded me by Event Organizer. I have done online short course “Aircraft Accident Investigation” from Embry Riddle University USA. I have done Passenger Services skills workshop from Gerry’s Dnata. Now this is my last semester in University of Management Technology, Lahore. After lot of research me & my group person done this project. I hope this Project will help to grows up Aviation Industry in Pakistan.

Institute info:

University of Management & Technology, Lahore C-II Johar, Town

IAS Department from Batch 4

ID: 13004001004

ADNAN:

I am the person that is full of dedication and believe to work beyond my limits. As sky is the limit and I was very keen of getting knowledge about the aviation field and from my childhood I was very interested in this field so that is the reason I choose the University of Management and Technology to gain my knowledge regarding the aviation management. As I was good in studies and I was very passionate regarding this field so I have been awarded with the “DEAN merit” award by the university. So I started study and research regarding the betterment and new entrance in the aviation field in Pakistan to pay my role in it.

Thus I started working and researching about the low cost carrier in Pakistan keeping in view the southwest airline. As I had started my studies in fall semester of 2012 and completed my degree with this research project and internship in 2016. Meanwhile I started working with the Gerry’s dnata at Lahore airport in various airlines and got a very efficient experience from there. I had completed my studies of matriculation from “Unique High School” and my intermediate from “Punjab College” in 2012. And now am paying attention to invest my knowledge and interest in the Aviation industry in Pakistan.

Faheem:

My name is Faheem Jabbar. I am from Rahim Yar Khan, Punjab, Pakistan. Currently I am doing my Bs. Aviation Management from University of Management and technology. I have done my intermediate, F.S.c in year 2011-2012 and matriculation in science, year 2009-2010.

I like to play cricket and my hobbies to play games on simulation, jogging and dialogue with friends and family. I always enjoy when write, during free time mostly I writes different paragraph of any book or newspaper which improves my writing skills. I also read a newspaper off and on.

ACKNOWLEDGEMENT

“This research Project implement with the help of my colleagues and Mr. Nawaz Gill who is our supervisor. Specially thank to our supervisor without his cooperation we can't do anything”.

We are three members in group and we are focusing on Pakistan's future to give it a cheap travel by introducing a low cost carrier. As we know that in Pakistan people cannot afford expensive air travel fare. So we decide to introduce one class of low cost airline i.e. **Economy class**. It is a cheap fare airline & launching in Pakistan domestically. We target the middle and mediocre class people to give them cheap air travel.

According to our research we came to know that the domestically travel demand of Pakistan grows faster than average growth rate of the world travel. We decide to have one type of fleet in our airline operation, so we selected **B737-800** aircraft for the air travel. Its Headquarter will be in Karachi. We target some cities of Pakistan i.e. (**Lahore, Karachi, Islamabad, Quetta and Peshawar**).

We are making a strategy according to **4ps & Pestle analysis**. We are focusing on the customer that what are their needs & wants. **SWOT** analysis firmly decides the company strength, weakness, opportunity and threats. It will show us the future growth of the business and will also guide us a path way that how we will be competing our competitors on the table.

We offer some additional services like (**online check-in, online boarding, online ticket reservation and help line** for any query & information about the airline & its services) etc. We are using the "**cut of cost**" strategy which helps to reduce cost and expenses which effectively initiate profit.

After a lot of research we decide to present a new low cost fare airline & convince people that we have same basic services as other competitors but we are offering it in a very low cost and they will feel that someone have who cares for them and their travel needs (**FRIENDLY LOW FARE BIRD**).

This idea will grow up the aviation industry in Pakistan. In future we will also target to operating globally international airport as soon as possible.

Our Vision

“To become the most ambitious airline connecting Pakistan by providing safe , costumers focused passengers ,frill services , comfort and friendly environment at cheap rates “

Our Mission

“Our mission is to represent and target the middle class and mediocre to provide low fares across the Pakistan that provoke the inflation in passenger traffic while we maintain our services and low fares so they can travel on a dime a dozen”

Our Values

- **Safety is our first priority.**
- **Motivate the employees and their needs.**
- **We embrace zero percent tolerance in inadequate of quality and unwilling acts of bureaucracy.**
- **We promote new creative and innovative ideas.**
- **Loyalty**
- **Responsibility**