

Airline marketing plan

A Project By

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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

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Full cost Service Carrier

EXECUTIVE SUMMARY

I have worked on marketing project of an airline. The main purpose of this project was to realize the importance of marketing in the airline industry and what marketing can do for promoting a business. I will launch my new airline whose name will be.....

The basic objective was to launch an airline in the current economic situation. The airline that i will launch will only caters the society of Pakistan which is upper and middle as well as lower middle class.

Healthy and perfect transport will be provided to all the depressed people. The name of my airline will attract the customers by making a sense in their minds that the airline is not expensive that's why i choose such a name. I will use simple marketing techniques to promote product and will not waste money on expensive techniques for marketing product rather i will use sponsorship techniques.

The population of Pakistan is increasing with the passage of time so i have decided to hit a section of society including lower middle class and middle class which is significantly affected by the expenses of air travels because they do not think beyond their basic requirements such as shelter, food and clothes. My project will be beneficial for the largest part of society of

Pakistan which is middle and upper class and let them think that there is someone who cares for them.

I researched and for collecting a lot of information but now i got to know the exact situation of Pakistan through PESTEL analysis and business opportunities. I have learned that there is a lot of vacant space available in the aviation industry and unique ideas can insist investors to invest in this industry for improving this industry.

Introduction

VISION

Vision is a best airline in the nationwide to attract customers for providing the best services. I will launch a safe, comfortable and secure airline for customers. I will keep focus on the quality of my product and services for the ease of beloved customers. In vision statement, future planning is decided for airline to describe clear decision of the airline what people want in future.