

Istanbul Technical University  
Course: Aviation Economics and Financial Analysis  
23--28 November 2015

Wednesday November 25, 2015

Assignment 1: 10 percent of final course grade

You are asked to use the Porter 5 Forces model to analyze two airlines:

1. A network carrier: One of Emirates, Qatar or Etihad
2. A low cost carrier: One of Norwegian, Wizz Air or Air Arabia

Instructions:

1. Your cover page needs to have your Group number and the names of each student in the group.
2. You are limited to 6 pages' maximum (excluding the cover page). The analysis of each carrier should have a brief introduction (2 paragraphs) that describes the airline market setting and operating area. These need to give context to your analysis.
3. Group Assignments are to be submitted to David Gillen as a PDF file no later than 10:00 AM Wednesday November 26<sup>th</sup> at: [david.gillen@sauder.ubc.ca](mailto:david.gillen@sauder.ubc.ca)