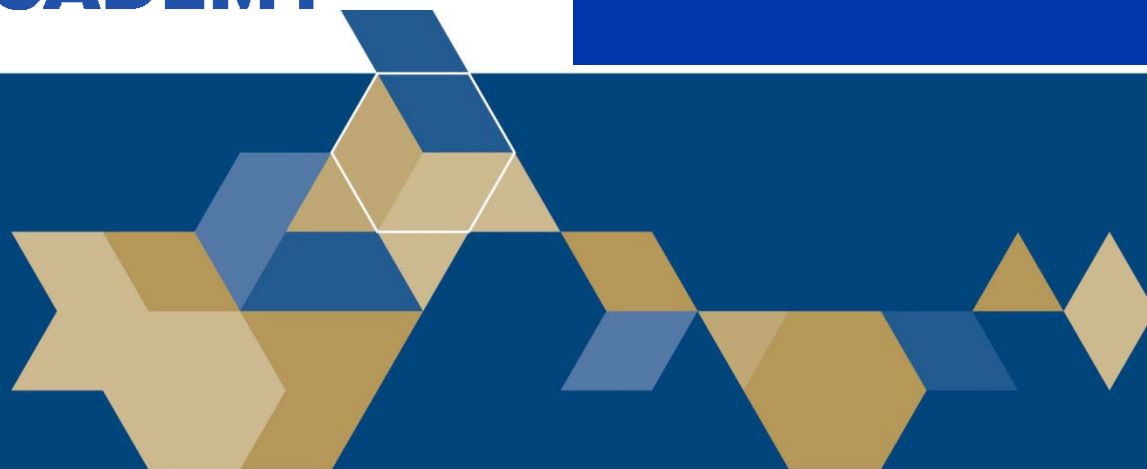


**TURKISH
AVIATION
ACADEMY**



BOEING

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Case Study Introduction
Boeing Commercial Airplanes



Istanbul Technical University

Air Transportation Management

M.Sc. Program

Network, Fleet and Schedule

Strategic Planning

Module 23 : 14 March 2014

MonteCristoAir - Overview

This is a continuation of the Case Study completed in September

- A fictitious airline, “MonteCristo Air”
- Emphasis into **Market Analysis, Network Planning, Fleet Planning** and **Schedule Planning**
- Situation at the airline remains the same as in September
- 5 Airline Strategy Teams (7-8 students)
- 4 Departments within each Strategy Teams (1-2 students)
- 20-minute presentation on Saturday afternoon by each of the strategy teams
- Final written paper detailing each team’s recommendations

MonteCristoAir – Team Departments

Each of you will choose one of these four departments, making sure that each department is represented on your **Strategy Team**:

Market Analysis

Network Planning

Fleet Evaluation

Schedule Planning

MonteCristoAir – Case Study Process

Day 1: Today

- Identify a team leader; a team recorder; choose a team name
- Determine who is going to represent each department
- Read 'Case Study Overview & Information for All'

Day 2: Planning and initial presentation

- Represent your department; read material relating to your department
- Reach consensus and prepare initial strategy presentation for “The Board of Directors”
- 20 minutes per team with 10 minutes of discussion with the ‘The Board’
- Board may provide some additional guidance to the teams for the final paper

Following weeks: Final Written Paper

- Continue working in your teams to define you strategy outlined on Saturday afternoon
- Each department needs a unified strategy with the business plan as selected by the team
- Any deviation from the initial strategy presented on Saturday must be fully explained within the final written paper
- Written paper may be written in either Turkish or English

MonteCristoAir – Strategy Presentation

Present a proposed team strategy that:

- Builds a competitive advantage and increases revenues
- Recommends fleet selections, including financing
- Improves operating efficiencies and reduces costs
- Incorporates needed departmental solutions

MonteCristoAir – Keys to Success

- **Clarity:** Understandable strategy; sensible
- **Depth:** Demonstrated learning in instructional areas
- **Breadth:** Inclusion of all main course topics
- **Innovation:** Level of creativity and innovation
- **Teamwork:** Demonstrated ability to work together as team

Questions?