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Environmental Analysis

PESTLE Analysis

* Political: Ever since 9/11 the airline industry has been heavily regulated to ensure future catastrophes would never occur again. In the simulation we did not directly feel the impacts of these regulations past the costs of them since we were doing the operations like making sure the repairs were done, it just happened, and we paid for it.
* Economic: The economic factors affecting our business are the loans we had to take out to stay afloat and the taxes that we had to pay as a business. We managed to not pay income tax because of our net profit margin being in red from our liabilities. This helped us as a business since we were not paying the simulations government 40% for making money based on our income statement
* Social & Demographic: For social impact we chose to focus or organization on sustainability as the airline industry is a heavy polluter, so we did pr and used fuel efficient planes to enforce our commitment to sustainability. The simulation does not give very many options for this as our customers are not real people and we cannot gain data on these individuals to tune our business towards our target demographic and keep our business in good social standing in society.
* Technological Advances and Opportunities: There were not any big moves with technological advances in the airline industry during the simulations. The opportunities we had for expansion included things like rental car services, cargo service, and selling tickets online through a ticket selling site. We did all but the rental car service as that was not worth its upfront cost to us as we were in the red when that came up. The online ticket sales boosted our sales quite a bit since many potential customers already use these services so not allowing our tickets to be purchased on them is just giving money to the competition. The cargo service was an early addition that made consistent returns on our investment after the first few quarters where it was still working on paying for itself.
* Legal and Regulatory: In our simulation we thankfully were not able to break the law and do tax evasion, so we never had a run-in with johnny law. The one incident during the simulation that fits under this umbrella was when we got word of one of our competitors were not staying up to code on their maintenance and we had the opportunity to report them. We chose to report them to the airline regulators since they had the proper jurisdiction to fix the issue.
* Ecological and environmental Factors: Skyline Views valued sustainability since if we want to fly people around our beautiful planet, we need to keep that planet beautiful. Once we were stabilized as a business we started investing in PR regarding environmental causes to instill the importance of being environmentally friendly while also attaching our name to that so customers who care about environmental issues like us will be more inclines to use our services over those of our competition.

Target Market

Competitive Analysis

Direct Competitors: A direct competitor is another organization that attracts the same customers but offer similar goods and services.

Our direct competitors were any airlines in regions 1 and 2 since that was where all of our flight routes were located. We were a discount priced airlines which all other airlines in our areas were in a similar price range to us

Indirect competitors: An indirect competitor is defined by attracting the same customers but offering different products or services to them.

Our indirect competitors are any airline that is in the market as they are taking up potential market space that we could take up. Luxury airlines are indirect competitors because we are not competing on price, but what service our potential customers would want. But if they did not exist then their customers could potentially be ours, but they are more likely to go to a different service since the luxury airlines offer something different. Airlines in regions other than where we operate are indirect competition since they are not flying the same routes

Control Measures

* Feedward Controls
* Concurent Controls
* Feedback Controls
* Financial Controls