



Understanding the Business Use Case

Understanding the problem
Proposing solutions
Core concepts model to implement
solutions

Problem & Solution: Airline Company Case Study

Itee

Decline in profitability and loss of market share

Possible Causes:

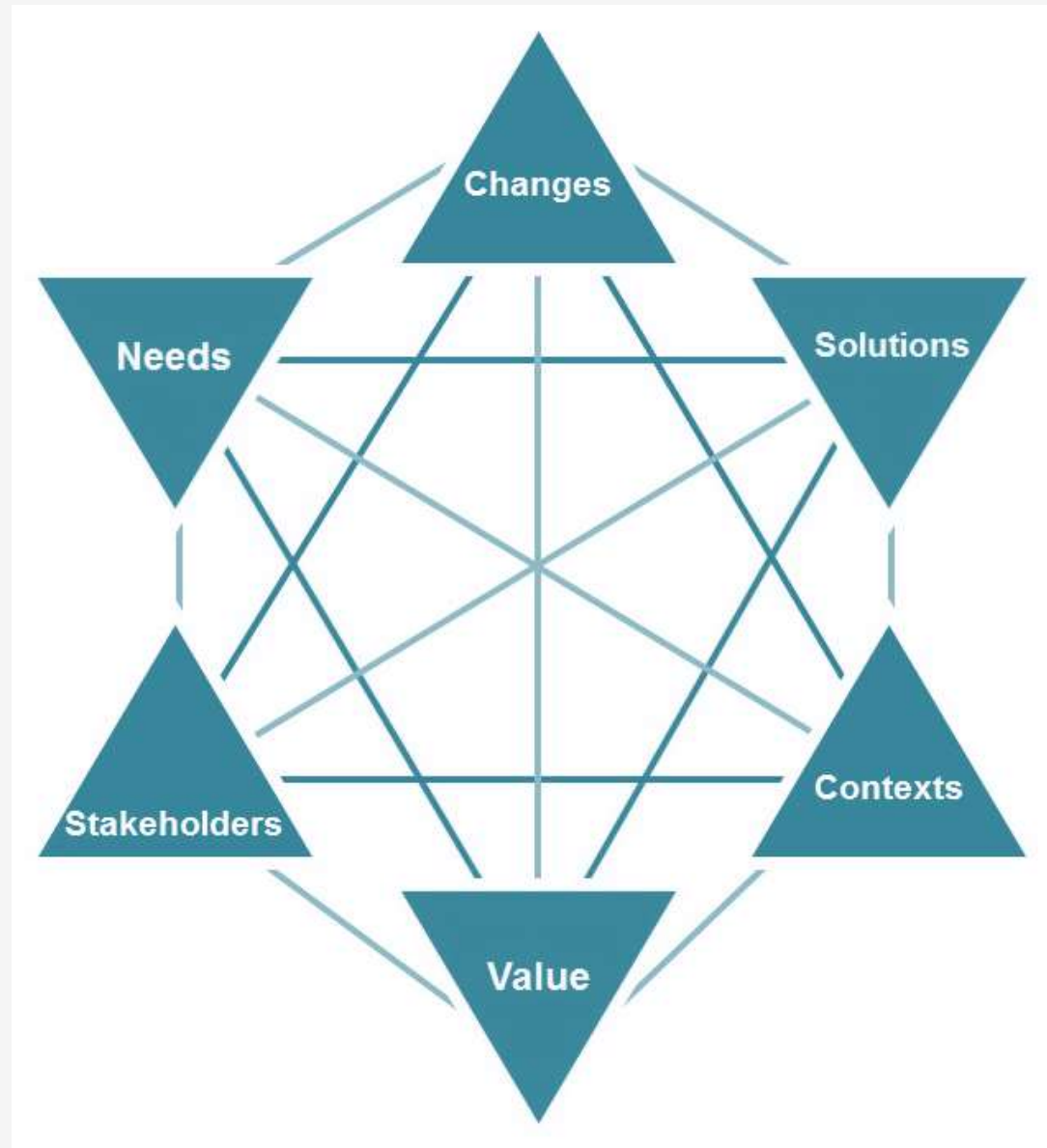
- The global pandemic
- Increase in aviation fuel prices - increasing CAPEX and OPEX costs
- Inflation
- High pricing
- Poor service and market strategy

Solutions:

- Current level assessment to improve their service
- Pricing survey
- Review of marketing strategy

Core Concepts Model

(masteringbusinessanalysis.com)



Core Concepts Model

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Need: Decline in Sales

Context:

The pandemic caused reduced commute frequency.

Change:

Decreasing number of scheduled flights

Solution:

Analyze most scheduled flights and limit flights to that schedule

Stakeholders:

Top management is always affected. Others include:

- Finance and Admin
- Sales

Value:

- **Sales:** Possibility of breaking even
- **Finance and Admin:** Operating expenses reduction

Core Concepts Model

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Need: Service Delivery

Context:

People are more conscious of customer service and will choose airlines with better customer service

Change:

Implement efficient service delivery to customers

Solution:

HR metrics, improvement in flight meals??

Stakeholders:

Top management is always affected. Others include:

- Finance and Admin
- HR

Value:

- **HR:** Possible cost implications
- **Finance and Admin:** Possible cost implications