

Case Study

Presentation & Discussion

SLA multi-brand Portfolio

The pitch

- Your are
 - 2 people from the management board of SIA: the CEO and one that you choose
 - The CEO of Tigerair
 - The CEO of Scoot
- You have a meeting of 20' to decide on the strategy for brand Portfolio
 - Full Service and/or LCC
 - How many Airlines brands
 - Which organisation?

The pitch

- The CEO of Tigerair wants to develop its network, frequencies, fleet & business. He has a plan
- The CEO of Scoot wants to merge with Tigerair to optimise costs and create economies of scale
- The CEO of SIA want a solution which protects and fosters both SIA and LCC businesses in the mid term

Outline of Presentation

- Findings
 - Describe the situation in details
 - Causes and consequences
 - Who are the stakeholders?
 - Conduct a SWOT analysis + *Benchmark*
- Conclusion
 - Analysis of the major findings, along with their implications & lessons learned
 - Explore the possible options to solve the issue
- Recommendations
 - What is the way ahead?
- Questions & open issues