

Maximise **Cruise Speed** - i.e., cruise at high altitude

$$R = \frac{V}{c_t} \cdot \frac{C_L}{C_D} \cdot \ln \left| \frac{W_0}{W_1} \right|$$

Maximise **Thermodynamic efficiency** - i.e., minimise fuel consumption  $c_t$

A measure of **aerodynamic efficiency** - i.e., minimise drag

A measure of **structural efficiency** - i.e., minimise fixed weight  $W_0$