

KVM Airlines

Important to consider (Agile Method):

- Fives Forces & (analysis)
- Design of the website
 - Website for Airline
 - Testing
 - Evaluation
- (RESEARCH – AT ALL TIMES)

Five Forces

Rivalry between existing competitors:

Wizz Air, Ryanair, EasyJet, Virgin Airlines:

Customer target market

Price point

Availability

Accessibility (customer friendly)

Hospitality (quality & service)

Marketing

Reviews

Threat of new entrance:

Customer loyalty (royalty)

Advertising (as a new entrant), vision and strategies

Innovation

Threat of substitute products and Services:

Price

Preference

Brand

Ease of our (and competitors) product & Service

Bargaining power of customers:

Change of Product Price or change of accessories

Customer choices – if more alternatives = higher bargaining power for customers

Price match alternative

Bargaining power of suppliers:

Boeing and airbus

Cheaper but => quality

Safety – is all alternatives the same safety

Client – supplier loyalty

Quick analysis of five forces Done

Quick distribution on roles:

Victor – lead developer

Krishna – lead analyser

Maz – lead designer