

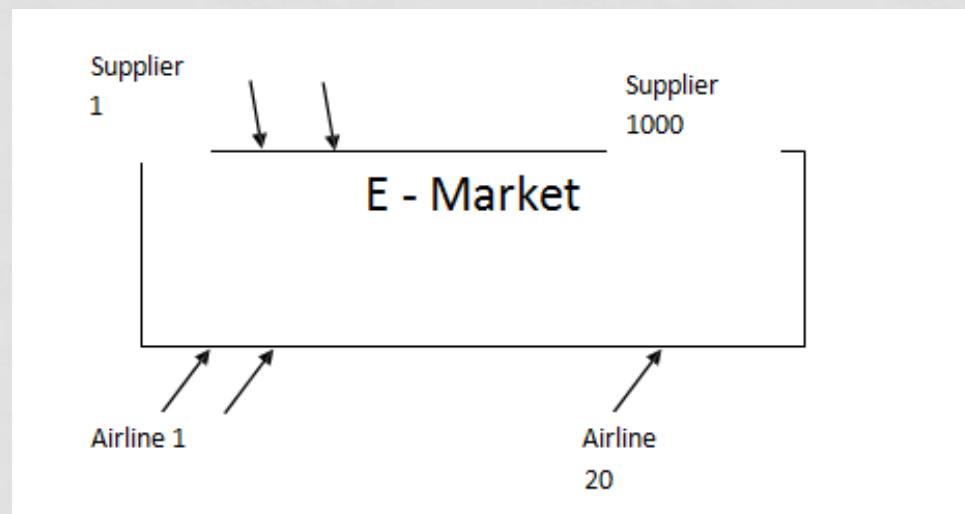
# E-COMMERCE IN AIRLINE INDUSTRY

## Exhibit

### Exhibit 1

Interviewee: Could you tell me more about the E-Market?

Interviewer: (draw the following picture on a piece of paper and talk a little bit about it)



### Expected Insight:

- For the customer to get value out of the system, many suppliers need to be connected to the system.
- Do the suppliers need to pay anything to use the system?

Tell the candidate for this analysis assume suppliers pay nothing.