

## Table of Proposed Projects

Benefit		Project Name			
		Diversify into hotel/coach service	Create website/booking system	Computer system upgrade	Flight system upgrade
Incorporate into business strategy	Customer experience	Customer should not notice the difference from smooth operation in current circumstances	We could attract customers from overseas and other parts of New Zealand much more easily, so long as we are linked to	No effect	No effect
	Safety	We would have closer contact with the drivers of the bus company so more stringent testing could be in place	No effect	As aircraft maintenance will be logged electronically, it would be able to be checked more easily.	So long as training is provided and it is used as its designed, it should decrease the likelihood of an accident. In the event of an accident the aircraft could be located more easily due to logging via GPS
	Forms a complete holiday package	This is the best option for creating a package deal from individual suppliers	It will give the customer the information about package deals, but will not instigate the deal itself	No effect	No effect
	Economic Viability	We may not be able to sustain the initial and middle-term costs	It would be very viable, and could bring in a lot of income	It would be very viable, but would not increase profitability much	As safety is a major concern, we must take steps to use current technology to the maximum, so long as the cost is appropriate
	Public confidence / awareness	Public confidence in our flights/pilots would not change	If the website looked professional, it could enhance out public image	No effect	No effect
	Profitability	Our profitability would be very small in the short/middle-term.	If visits to the site meant more bookings, it would increase our profitability	It would mean less wages, so it would make the company slightly more profitable	As accidents not only cost lives but money, less accidents mean less money has to spent fighting lawsuits and replacing aircraft
	Value of project to company	It would incorporate well into the business's forward plan of diversifying into other revenue areas. The huge start-up cost may be prohibitive	If used correctly and had relevant information, it could be a large source of revenue for a relatively small cost	It would decrease the time and money spent on administrative tasks and also improve safety with logging of maintenance tasks	The safety of passengers will be improved but this is paid for with high installation costs and training
	Monetary Outflow	Expensive start-up and middle-term costs, have to hire more staff and management	Small start-up cost for designer and very small ongoing cost for maintenance and hosting	A computer upgrade would not very expensive, and would allow allow Ian to move to part-time work	There would be large start-up costs, but almost no long term costs

## Weighted Decision Matrix

	Project				
	WEIGHT	Hotel/Coach service	Website	Computer upgrade	Flight system upgrade
<b>CRITERIA</b>					
Value for money	10	1	3	2	3
Improve safety	30	1	0	1	5
Improve public image	10	2	4	0	1
Forms a complete holiday package	30	5	5	1	0
Keep the company commercially viable	20	3	5	3	2
	<b>100</b>				
Value for money		10	30	20	30
Improve safety		30	0	30	150
Improve public image		20	40	0	10
Forms a complete holiday package		150	150	30	0
Keep the company commercially viable		60	100	60	40
<b>TOTAL</b>		<b>270</b>	<b>320</b>	<b>140</b>	<b>230</b>

Therefore, based on the weighted decision matrix,  
the website is the best project to achieve the companies goals.

# **Business Case**

## **1. Introduction**

West Coast Air Adventures (WCAA) is a small company based in Queenstown, New Zealand. It has 15 staff, with 4 pilots. Recently, an accident has caused the company's public image to be tarnished. To get back on track, various staff member have come up with four projects. After a process to find the most effective project, Mike Dixon's (Director of Marketing) idea of a website got the go-ahead. The website will provide information about accommodation and activities around Queenstown. It will also provide the ability for customers to book holidays online.

## **2. Business Objectives**

Two of the directors want to diversify into package deals that include accommodation, transportation (both plane and coach travel) and tourism activities. All this would be for one price, and be able to be purchased from the company's new website. After the recent accident, the company is concerned about aircraft safety and the associated dive in public image. The website would be a good launch-pad if it was done in a professional manner. The goal is, in one year to double the amount of overseas visitors. The design of the website is therefore to crucial ensure success.

## **3. Current Situation and Problem/Situation Statement**

The company's public image has taken a dive because of a recent accident. The company is trying to diversify into package holiday deals so it can withstand future revenue drops. A website is an excellent way to do this. It can be viewed from overseas and can put a professional face to the company. It will also provide a way for customers to purchase these package deals, which will further increase revenue.

## **4. Critical Assumption and Constraints**

For the website to be useful, it must have up-to-date information be maintained. It is assumed that a website designer will be contracted to create the website with the company's participation. A specialist will be contracted to create the secure booking section. Once it is up-and-running, Mike Dixon will be in charge of the day-to-day upkeep of the site. The website must be designed in such a way that it can be viewed on all current mainstream browsers and must scale well to high load. It must include graphics but not take too long to load each page. A suitable hosting company must be sought.

## **5. Analysis of Options and Recommendations**

There were four options available to the company. These were:

1. Create a partnership with a coach company to provide package holiday deals.
2. Develop a website with information about WCAA, activities and accommodation in the Queenstown area. Also allows customers to purchase holidays online.
3. Upgrade the computer systems to handle administration and aircraft maintenance etc.
4. Install GPS in the aircraft to decrease likelihood of further accidents.

After analysis, project 2 was deemed to be the best option.

## **6. Preliminary Project Requirements**

The website must:

1. have relevant and up-to-date information about WCAA and their flights, package deals, hotels and activities in the Queenstown area.
2. have relevant and up-to-date links to other sites so customers can get more information.
3. Have logical address (URL) to ensure it is found by customers and search engines.
4. have a feature to book the package deals online. This must be done in a secure fashion. There also must be an accurate currency converter so customers know exactly how much they are being charged.
5. have a 'contact us' feature so customers can ask questions directly. The system needs to be able to inform us of having a question waiting.
6. be fast loading but also look attractive, professional and trustworthy.
7. be able to incorporate other features suggested by users that are deemed useful or add to the value of the business.

## **7. Budget Estimate and Financial Analysis**

<b>Name</b>	<b>Unit price</b>	<b>Cost</b>
Project manager	20 hrs a week for 1 month @ \$50/h	\$4000
Website designer	40 hours @ \$100/h	\$4000
Hosting/domain name	\$20/month	\$20
Upkeep	2hrs/week @ \$40/hr	\$3200
Content Sourcing	40 hrs @ \$40/hr	\$1600
	<b>GRAND TOTAL</b>	<b>\$12,820</b>

## **8. Schedule Estimate**

The project should be completed within 1 month, with some flexibility. It must be on-budget and on-time.

## **9. Potential Risks**

The foremost risk associated with the website is that customers will either not find the website at all, or not find the information useful. With the internet now an inherently insecure place, the security of customer details and the booking/banking process needs to be paramount. The cost of designing, creating, up-keeping and hosting is not cheap, and the main business risk is investing both time and money into an unused website.