Airline Transportation Industry for Economy Class Project: Revision: Date: 29-May 2022 Correlations Positive Negative -Relationships Strong • Moderate O Weak ∇ Direction of Improvement Maximize **A** Target 🔷 Minimize \blacktriangledown Column# Direction of Improvement \Diamond \Diamond Customer Competitive Assesment Aircraft Maintenance Cost Aircraft Operational Cost Airlines Barcoding System (for baggage Meal Provision Aircraft Size Competitor #1: Qatar Airlines Competitor #2: Air India Customer Importance Max Baggage Customer Requirements (Explicit and Implicit) Relative Weight Competitor #3: Competitor #4: Our Product Row# $0 \qquad 1 \qquad 2 \qquad 3 \qquad 4 \qquad 5$ 21% ∇ • 5 4 5 2 1 • • • • 1 9 Convenience of Schedule/ Flight Timings 0 3 2 5 4 2 2 13% 5 ullet4 3 16% 6 3 Delays in Arrival/Departure ∇ 0 2 4 2 5 5 3 5 2 4 2 8 Baggage Safety 0 3 21% • • ∇ 5 11% 4 9 In-flight Service 0 • • 2 4 1 5 5 18% Leg Room ∇ • 3 1 3 3 7 8 9 10 10 11 11 12 12 13 13 --- Our Product 14 14 -*- Competitor #1
--- Competitor #2
--- Competitor #3 15 15 16 → Competitor #4 dollar meter nnit dollar Fg. kg
 Max Relationship
 9
 9
 9
 9
 9

 Technical Importance Rating
 218.4
 226.3
 221.1
 678.9
 513.2
 189.5
 Relative Weight 11% 11% 11% 33% 25% 9% 5 -5 Our Product 4 3 2 Competitor #1: Qatar Airlines 5 4 4 5 5 1 3 2 5 Competitor #2: Air India 3 4 5 5 5 5 4 4 4 Competitor #4: Emirates Airlines Technical Competitive ─**X**─ Competitor #1 -O-Competitor #2 → Competitor #4 0

Column# 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16

QFD: House of Quality