

A photograph of an airplane wing in flight, viewed from a passenger's perspective. The wing is white with dark markings, including a large letter 'D' on the underside. The aircraft is flying over a layer of white clouds, and the sun is setting or rising in the background, creating a warm, golden glow. The sky is a mix of blue and orange.

# MIDWEST JET NEW MARKET EXPANSION

AUGUST 2023

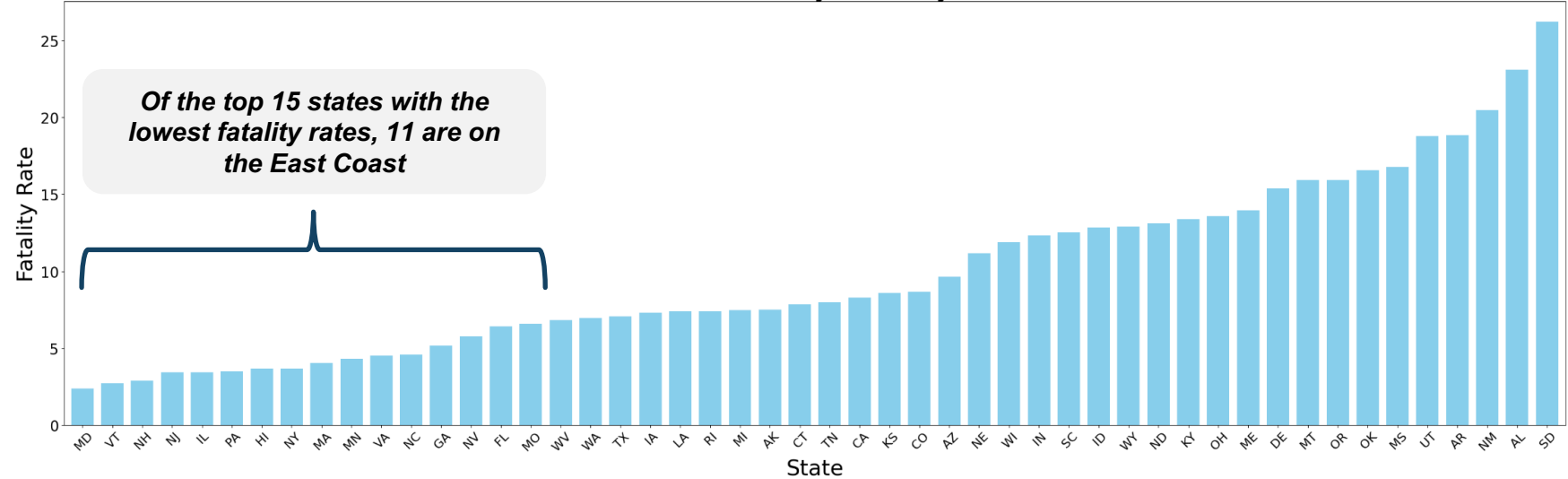
# INTRODUCTION

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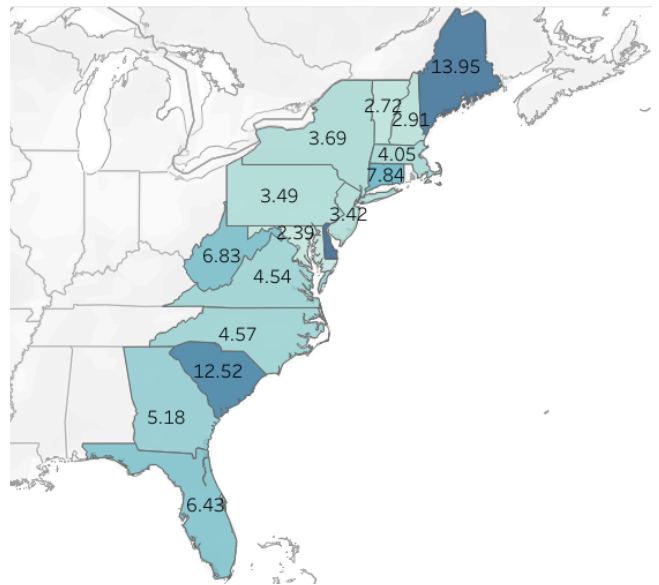
- After years of continued growth and success in the Midwest, Midwest Jet is exploring the opportunity to expand operations geographically to additional US markets
- In doing so, our customers' safety is top of mind and will drive decision making
- We've been tasked with addressing the following:
  1. What is the best market to enter next?
  2. Which aircrafts are best to acquire to expand Midwest Jet's existing fleet to support increased operations?
  3. When should Midwest Jet aim to launch this new venture?
- We examined a dataset from the National Transportation Safety Board of ~80,000 global aircraft accidents occurring between 1962 and 2023
- To address Midwest Jet's specific needs, we observed US only accidents that have occurred over the last 20 years and eliminated any records that did not have information on passenger injuries and fatalities, as we believe the severity of accidents is crucial in assessing safety

# EXPAND OPERATIONS TO EAST COAST

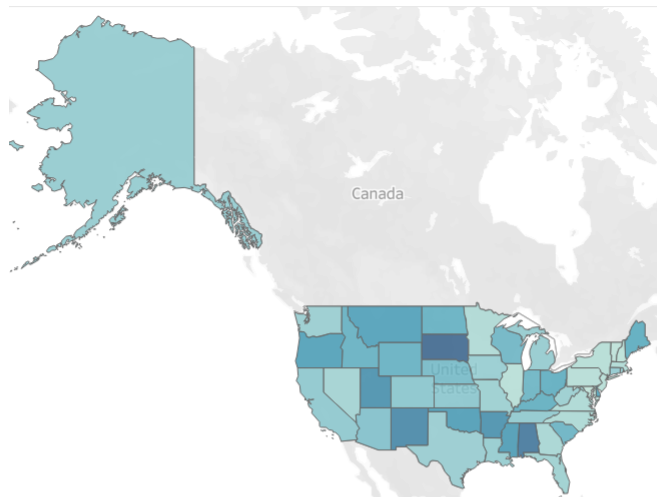
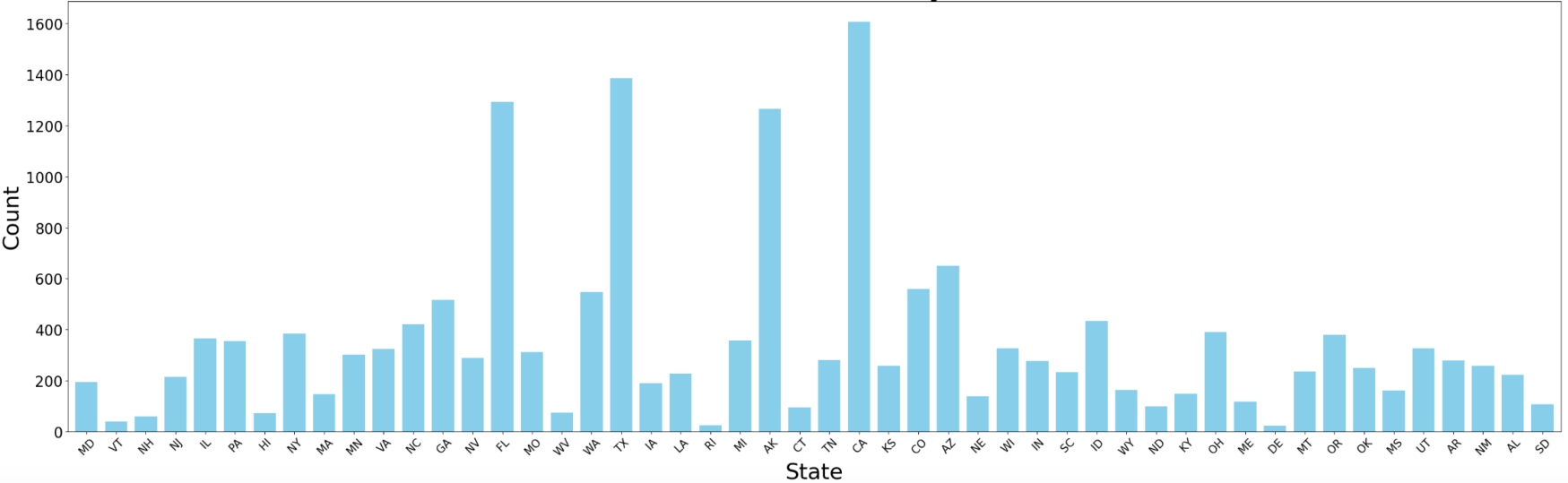
Accident Fatality Rate By State



Fatality Rate by State

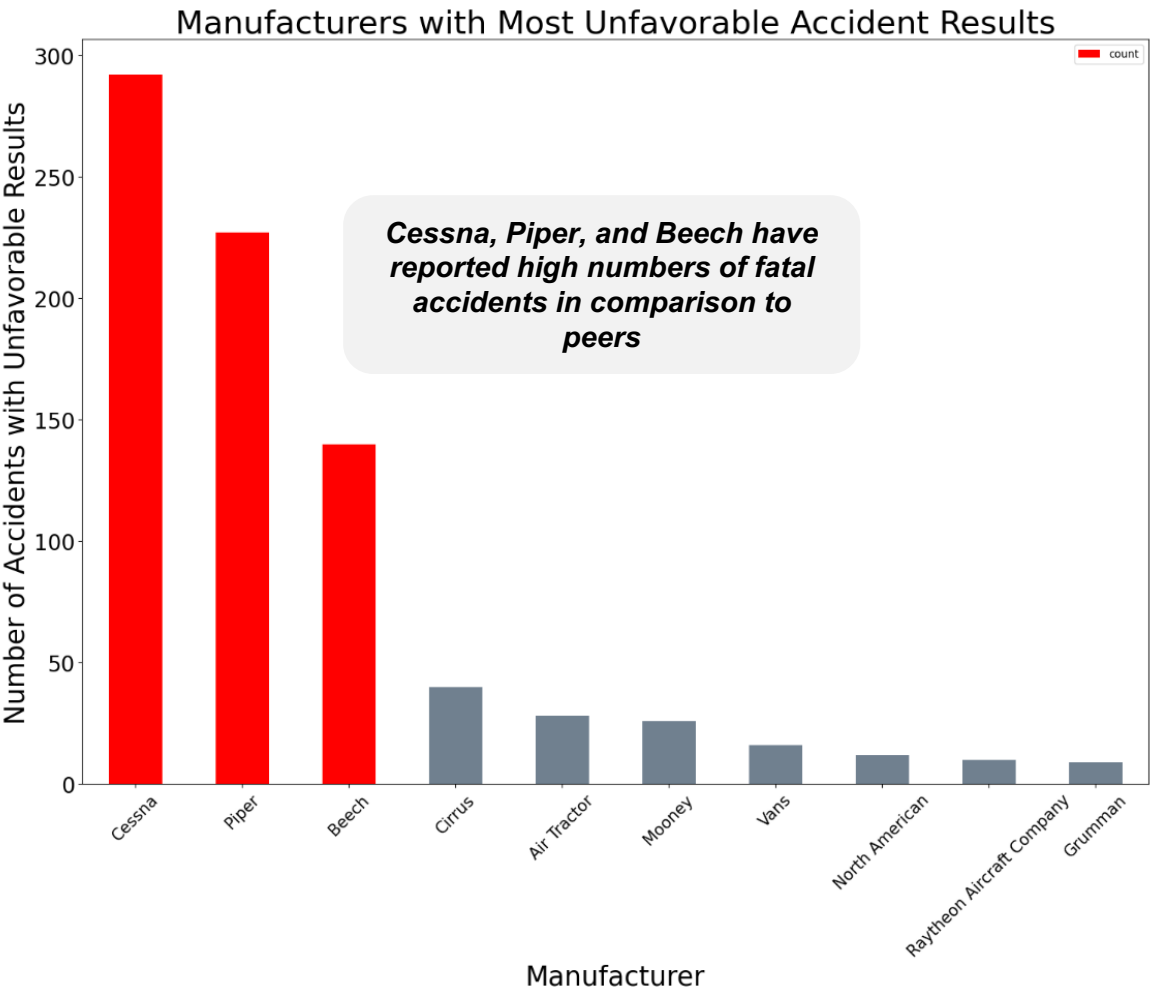
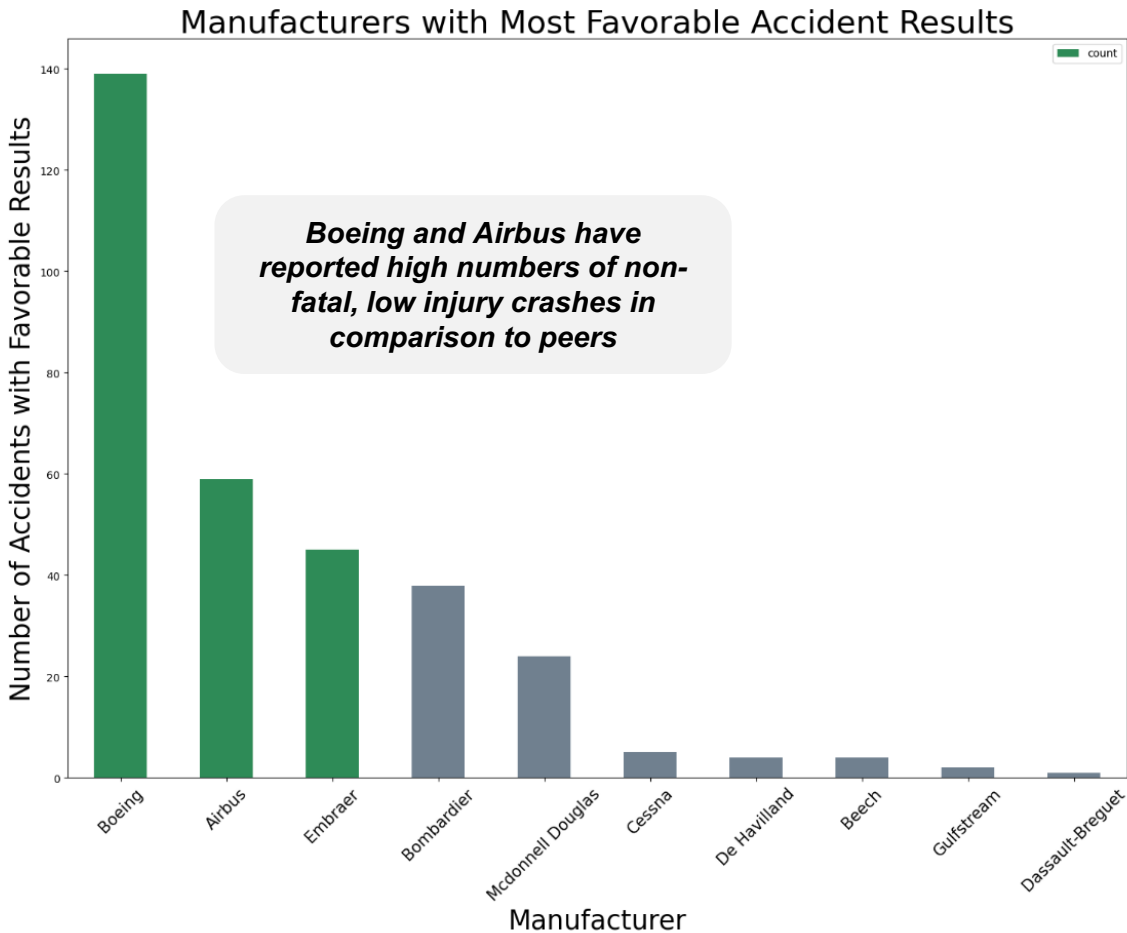


Number of Accidents by State



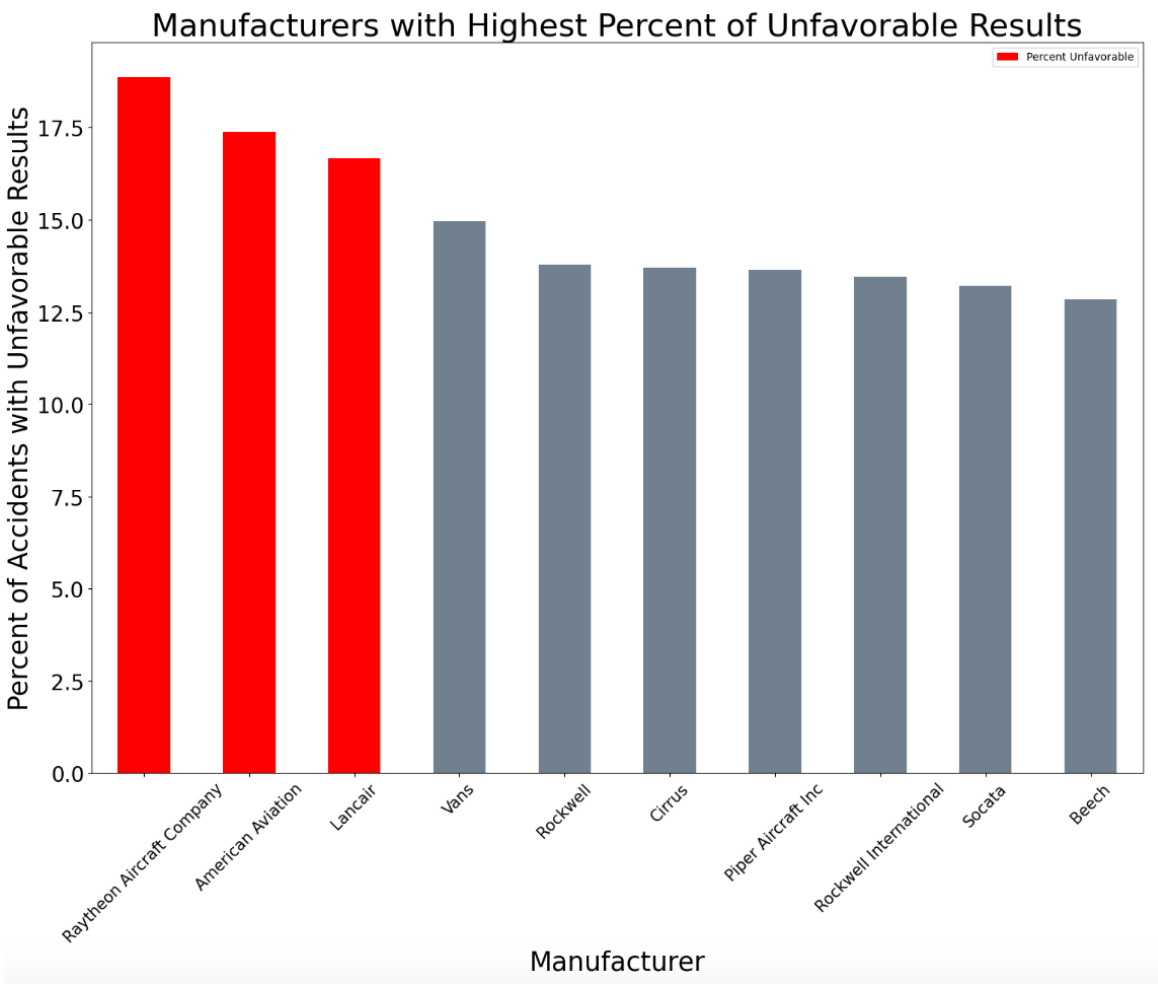
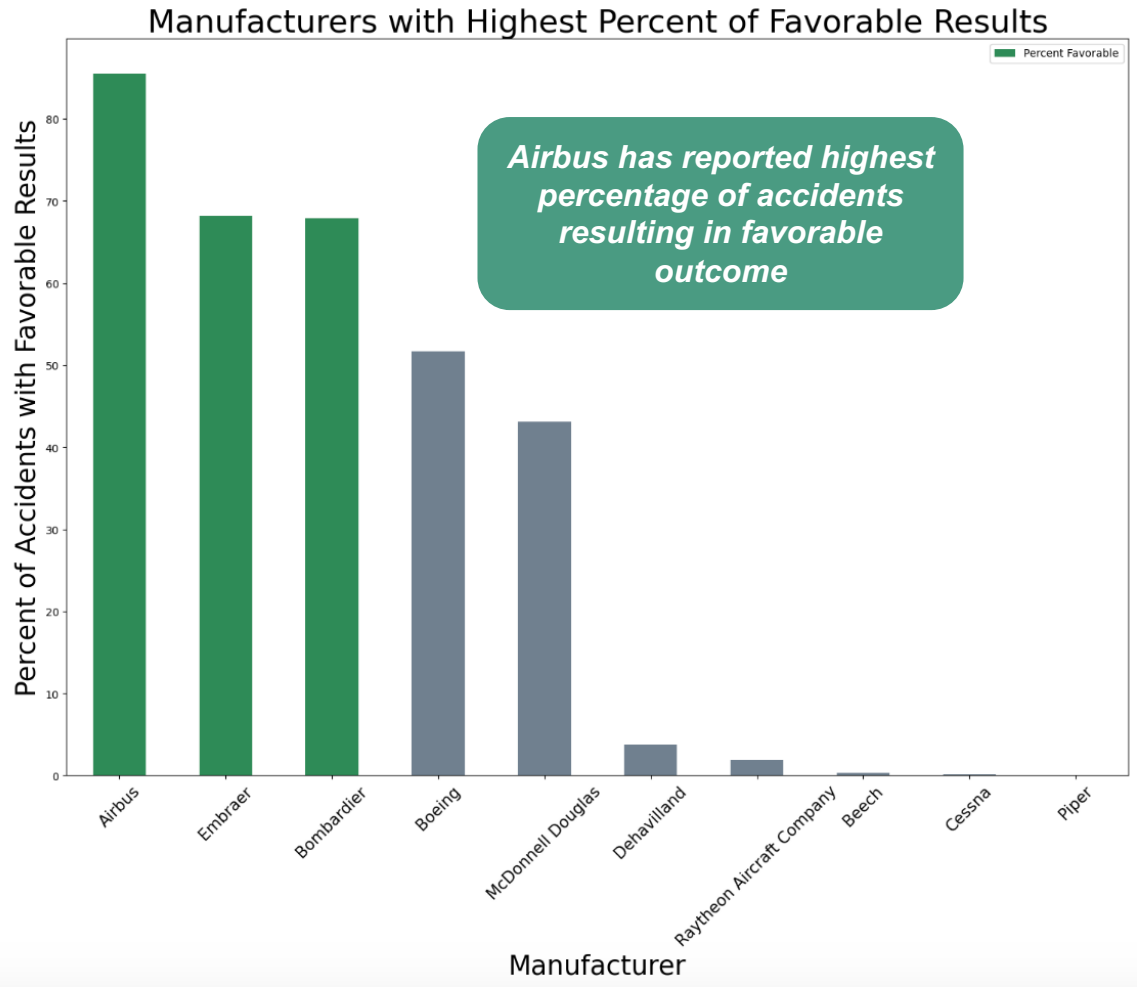
# BUILD FLEET TO ACCOMMODATE EXPANSION

- "Favorable" result of accident defined as zero fatalities and less than ten individuals injured
- "Unfavorable" result of accident defined as at least one fatality and aircraft categorized as destroyed



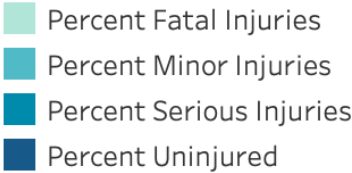
# BUILD FLEET TO ACCOMMODATE EXPANSION

- Although both Boeing and Airbus have reported a high absolute number of accidents with "favorable" results, percentage of accidents with "favorable" results indicates Airbus provides safer aircrafts
- Boeing should not be eliminated from consideration as over 50% of Boeing accidents result in "favorable" outcome as well

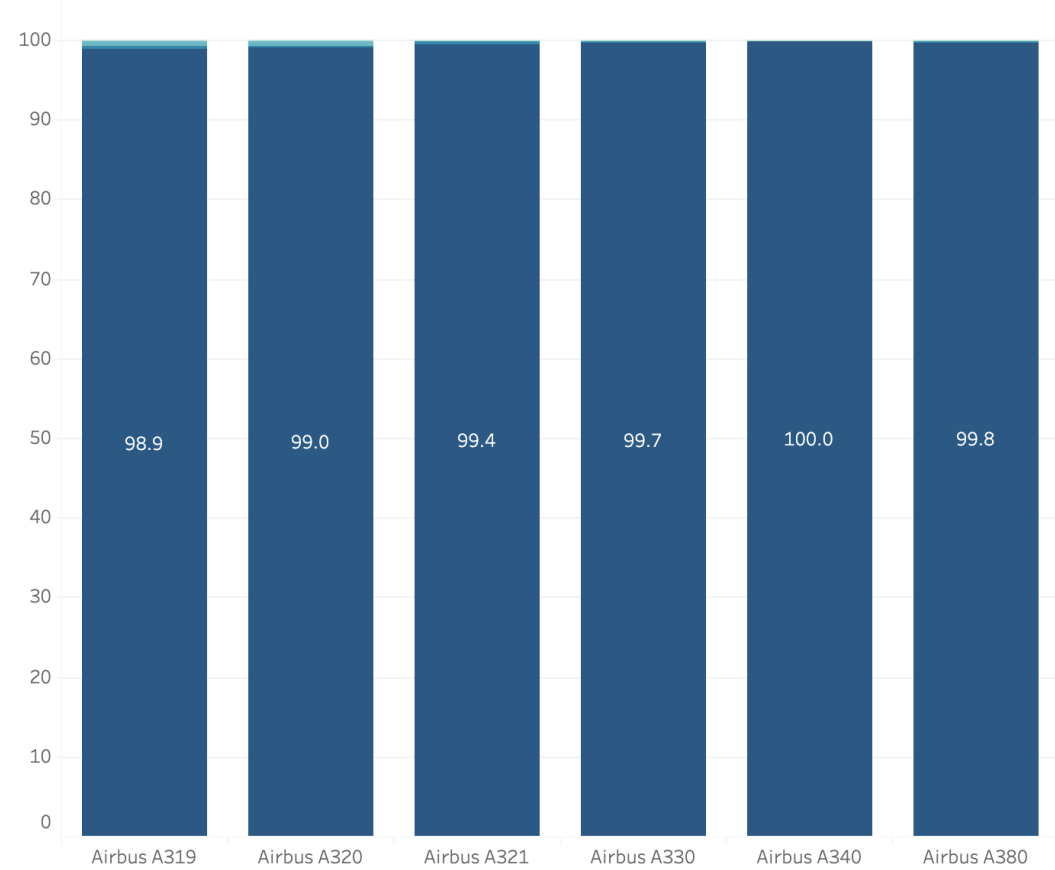


# AIRBUS & BOEING SAFE ACROSS ALL FAMILIES

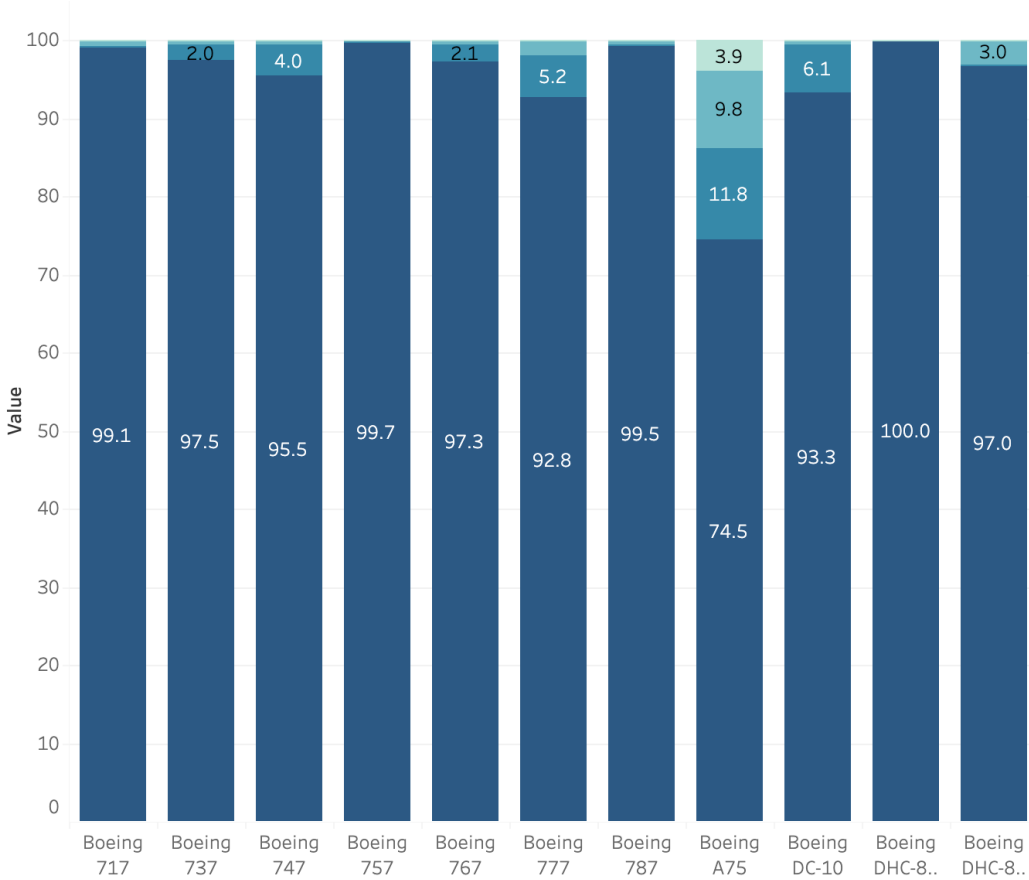
- Airbus boasts extremely low injury rates with nearly all families of aircrafts reporting above 99% of passengers uninjured for accidents reported
- Though Boeing falls short of Airbus, the company's families of aircrafts also report very low injury rates for accidents reported



Airbus Accident Severity By Family



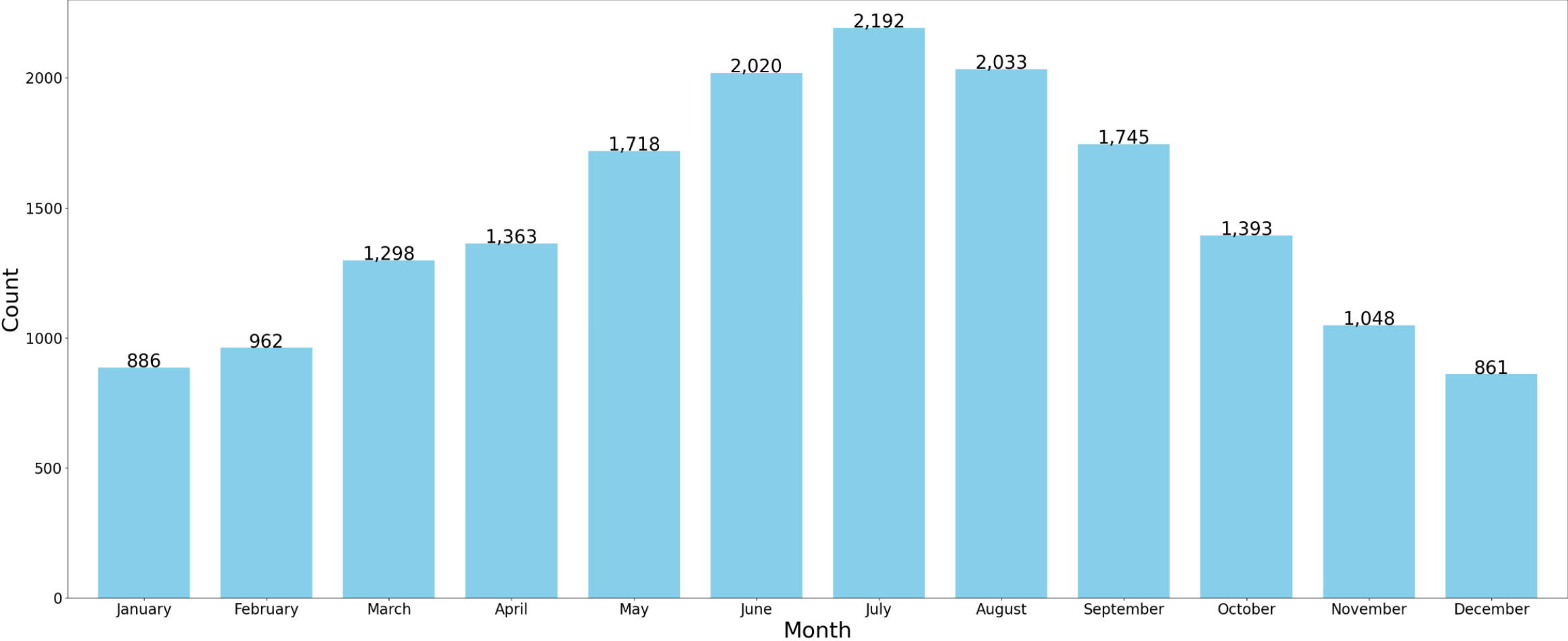
Boeing Accident Severity By Family



# PROPOSED LAUNCH LATE Q1 2024

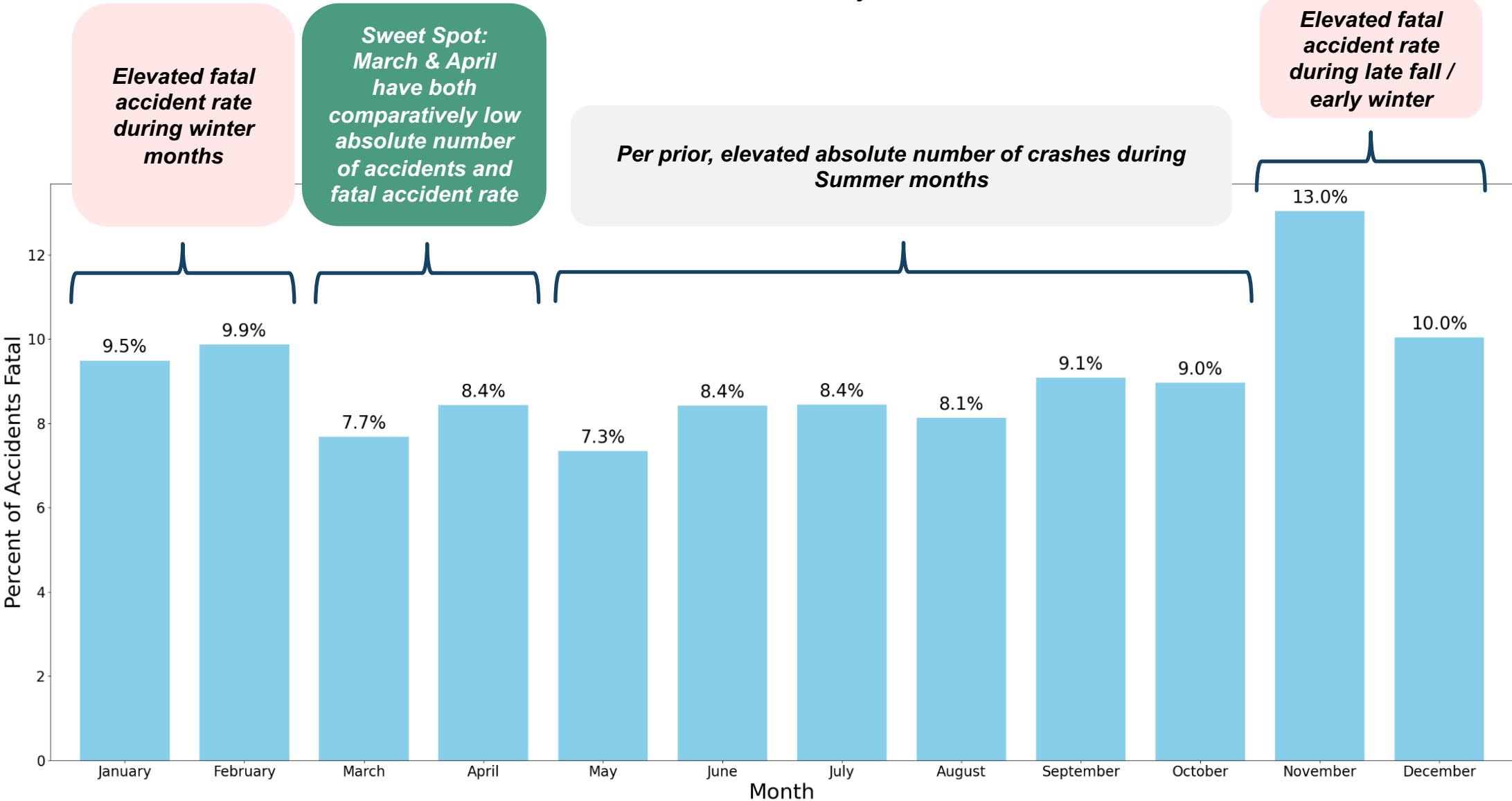
- The majority of reported accidents occur in the summer months

Accidents by Month



# PROPOSED LAUNCH LATE Q1 2024

Fatal Accident Rate by Month





# CONCLUSION

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With a proven track record of success in the Midwest, Midwest Jet is well positioned to expand its operations to the East Coast while ensuring the safety of customers through the process

1. The East Coast of the United States boasts the lowest fatality rates for plane accidents occurring in a given region of the country
2. To ensure a smooth and safe expansion, Midwest Jet should acquire additional Airbus or Boeing aircrafts to support increased demand
3. We propose Midwest Jet launch expansion to East Coast in late Q1 of 2024, to ensure low severe accident risk as the company weathers initial launch speed bumps

## Additional Considerations and Next Steps

- Consider existing contracts or potential costs/cost savings associated with purchase of aircrafts
- Explore overall flight data including daily flight counts, delays, and cancelations per month in assessing launch timeline
- Evaluate and select appropriate airports on the East Coast that align with the airline's expansion strategy
- Develop detailed operational plans for flight scheduling, aircraft maintenance, ground operations, and logistics at the new East Coast locations , to ensure smooth coordination between existing Midwest operations and the new East Coast operations

# BIOGRAPHIES

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