🚀 Beginner Case Study: Mysore Airport Expansion Strategy ✈️🏙️

I recently worked on a consulting-style case study inspired by the Wharton Casebook and localized it for Mysore Airport — a small but growing domestic airport serving a region with over 2.5 million people.

🧩 Key Priorities for the Airport Director

To help Mysore Airport grow sustainably, I focused on the three main stakeholders:

- 👥 Passengers — ensuring a smooth and enjoyable travel experience to encourage repeat usage and attract visitors.
- ✈️ Airlines — attracting and retaining airlines to increase flight options and connectivity.
- 🏪 Vendors — supporting local shops and services inside the terminal to improve passenger satisfaction and airport revenue.

🔢 Market Sizing Approaches

I estimated annual passenger traffic using two methods:

- Flight-Based: With about 10 flights per day, 72 seats per plane, and 75% average occupancy, the airport handles roughly 200,000 passengers per year.
- Population-Based: Considering travel frequency among residents and tourists, the estimate rose to about 3.25 million passengers annually, highlighting the growth potential.

💡 Business Decision: Restaurant vs Lounge

The airport director needed to choose between opening a sit-down restaurant or a premium lounge in the terminal.

- Restaurant: ₹600 revenue per passenger, ₹240 cost → ₹360 profit per visitor
- Lounge: ₹1500 revenue, ₹600 cost → ₹900 profit per visitor.

Although the lounge offers higher profit per visitor, I recommended starting with the restaurant to enhance overall passenger satisfaction and support existing vendors. Once passenger traffic grows, the airport can consider adding the premium lounge for business travelers.

🎯 Key Takeaways

- Structured thinking and understanding stakeholder needs are critical for problem solving.
- Using multiple market sizing methods can provide better insights.
- Strategic decisions must balance financial gains with passenger experience and ecosystem impact.

This case study was a great exercise in business analysis and consulting-style problem solving. Would love to hear feedback and ideas from the community! 🙌

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