

TOUR7052 TRAVEL DISTRIBUTION & TRANSPORT SYSTEMS

Airline Simulation Task 1: Airline Business Proposal

Due Date: 28 March 2014 (In Class) **Weight:** 10% **Length:** 8-10 Minutes, No more than 8 PPT slides

TASK DESCRIPTION

This is a team assessment requiring you to present a short pitch for a new airline. The presentation must be **short, concise and persuasive** – you might find it useful to imagine you are presenting to a group of busy financial investors. It is not necessary for each team member to present – in fact this will be difficult in the short time frame. It is suggested that each team selects their best public speaker to maximise the team's marks. Other team members should contribute to the preparation of slides and content for the presentation.

Before developing your presentation you will find it useful to have a look at the online trial simulation demonstrated by your lecturer in class. Each student will have their own login and will be able to practice setting up their own airline. This practice/trial will provide you with a better understanding of the parameters of the airline simulation, ensuring that your proposals are more realistic.

Each airline will start with \$500,000,000 of capital and your proposals should focus on the first **two years** of your airline's operations.

The content of your presentation **must** include the following:

- Propose a name for your airline
- What type of airline are you proposing? Regional, domestic or International? Full Service or Low Cost Carrier?
- The markets you hope to attract. Who will you cater for?
- Key routes. Where will you fly? What is the timeline for expanding your network over the first two years?
- Identify performance targets for the first two years of your airline. Growth targets may include passenger numbers, fleet size, profit, RASK, CASK, load factors or other performance measures included in the simulation

The presentation may also include some of the following **optional** points:

- How will you differentiate your airline from competitors? What services will you offer? How will you position your airline and price your tickets relative to the competition?
- What management structure will be needed to ensure the success of the airline? What roles will each person on your team play (i.e. marketing, scheduling, airfares, finance, human resources, maintenance, engineering, fleet procurement)?

You should aim to spend about 4-5 hours of study time per week on this assessment task. The presentation should be less than 10 minutes and should include no more than eight PowerPoint slides. It is suggested that you rehearse your presentation to ensure that it is not longer than these limits.

REFERENCES

Referencing is not required for this task.

SUBMISSION

The presentation will take place during your normal class time on the due date. **You must submit a hard copy of your PowerPoint slides to the lecturer.** A printed copy of the speech is not required.

CRITERIA & MARKING

	Limited (0 points)	Developing (1 point)	Satisfactory (2 points)	Exceptional (3 points)
Task Completion & Presentation	Content is simplistic and unrelated to task. Does not cover all appropriate topics. No slides or slides not submitted. Length of presentation well outside guidelines.	Development of content incomplete or unclear or poorly related to task. Covers some of the pertinent topics but not in enough depth or detail. Length of presentation just outside guidelines.	Development of content somewhat relevant. Covers most of the pertinent topics but lacks clarity. Length of presentation within guidelines.	Clear and complete development of content with logical progression of ideas and evidence to support proposals. All appropriate topics covered well. Excellent use of available time.
Markets	Proposed markets unrealistic, poorly analysed and not supported by evidence	Superficial analysis of proposed markets supported by limited evidence	Adequate analysis of proposed markets mostly supported by evidence	Clear and detailed analysis of proposed markets strongly supported by evidence
Proposals & Performance Targets	Proposals and performance targets clearly not realistic and not well planned or developed.	Proposals and performance targets are somewhat realistic but not always logical or well developed.	Good use of evidence to support ideas. Most proposals and performance targets are realistic and generally clear and coherent.	Very clear and persuasive proposals and performance targets. Ideas are very well developed realistic and focused.
Supporting Data/Evidence	Evidence to support proposals lacking or ineffective. No use of graphs, pictures, tables or maps to support content.	Evidence not always included. Limited use of graphs, pictures, tables or maps to support content.	Evidence used adequately. Some use of graphs, pictures, tables or maps but more needed.	Excellent use of evidence. Effective use of graphs, pictures, tables or maps to support content.
Visual Aids	Very poor use and formatting of slides. Visuals do not support presentation.	Slides used but visuals sometimes did not support the presentation. Formatting of some slides unclear.	Visuals were related to the presentation but there were occasional problems with the clarity and format of slides.	Very professional use of slides to reinforce the presentation.
Mechanics	Many spelling, grammar, capitalization & punctuation errors on slides.	Errors in spelling, grammar, capitalization & punctuation on slides are frequent and distracting.	Occasional errors in spelling, grammar, capitalization & punctuation on slides.	Spelling and grammar on slides perfect.
Organisation	Audience cannot understand presentation because there is no sequence of information.	Audience has difficulty following presentation because the information is poorly organised.	Information presented in a logical sequence which the audience can follow without too much effort.	Information presented in a logical, engaging sequence which captivates the audience.
Presentation Style	Your presentation lacks life and vitality, resulting in audience disengagement.	Your presentation style initially captures the audience's attention but this occasionally wavers.	Your presentation is interesting, capturing the audience's attention most of the time.	Your presentation style is lively and expressive, fully capturing and holding the audience's interest and attention.
Eye Contact	Student makes no eye contact and only reads from notes.	Student occasionally uses eye contact, but still reads mostly from notes.	Student maintains eye contact most of the time but frequently returns to notes.	Student maintains eye contact with audience, seldom returning to notes.
Verbal Techniques	Student mumbles, incorrectly pronounces terms, and speaks too quietly for audience in the back of class to hear.	Student's voice is low. Student incorrectly pronounces terms. Audience members have difficulty hearing presentation.	Student's voice is clear. Student pronounces most words correctly. Most audience members can hear presentation.	Student uses a clear voice and correct, precise pronunciation of terms so that all audience members can hear presentation.