



S K Y C H E S S

BRIEFING

Jeddah – 12th February 2019

What Will I Learn?

- ◆ How an airline functions in a competitive environment
- ◆ How to think strategically and tactically
- ◆ How to filter information under pressure
- ◆ How to organise the workload
- ◆ How to negotiate effectively
- ◆ How my results may depend upon competitor actions
- ◆ How to be flexible, when the occasion demands
- ◆ How creativity can help me overcome obstacles

Your Teams

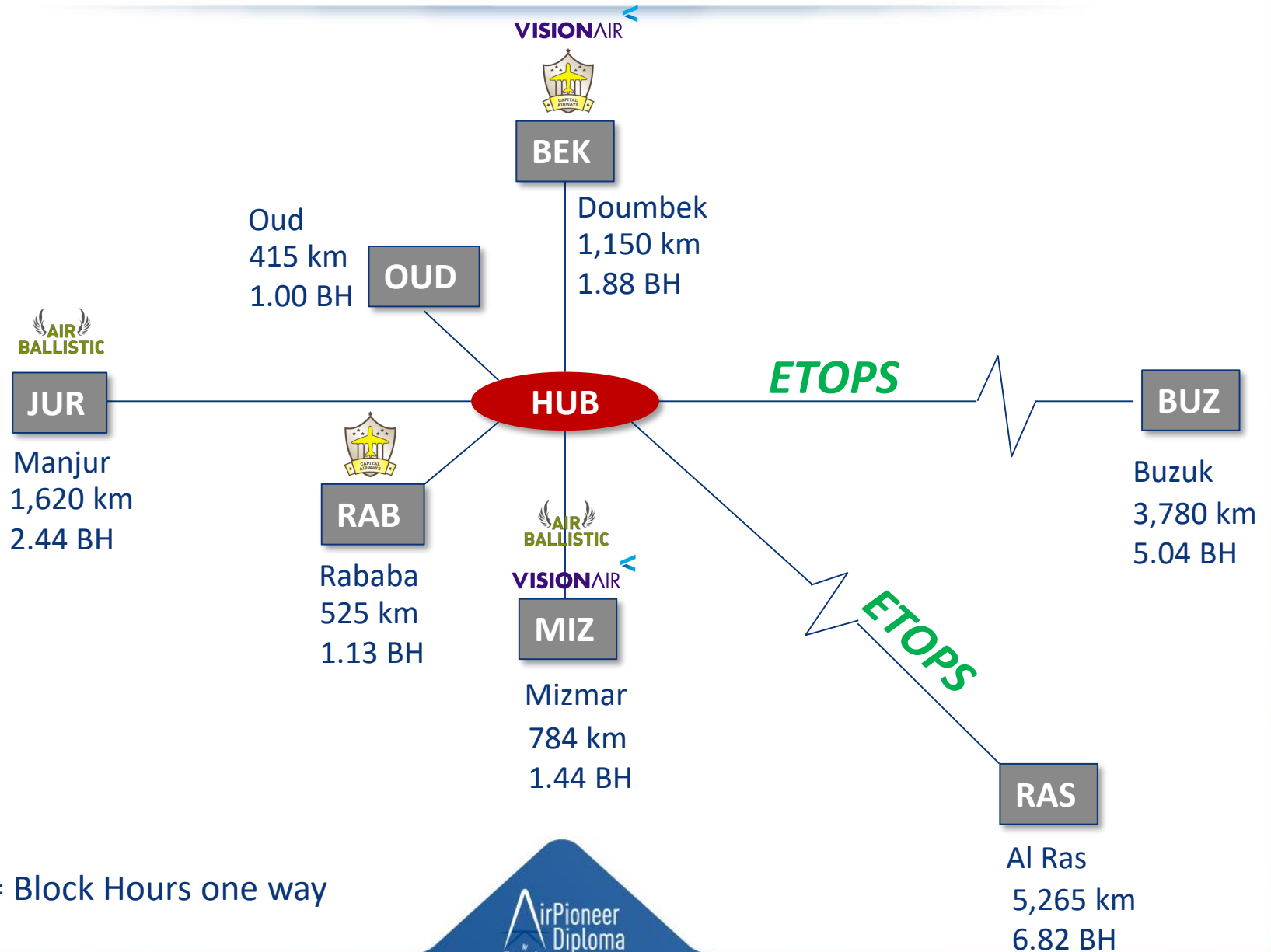


Today's Date



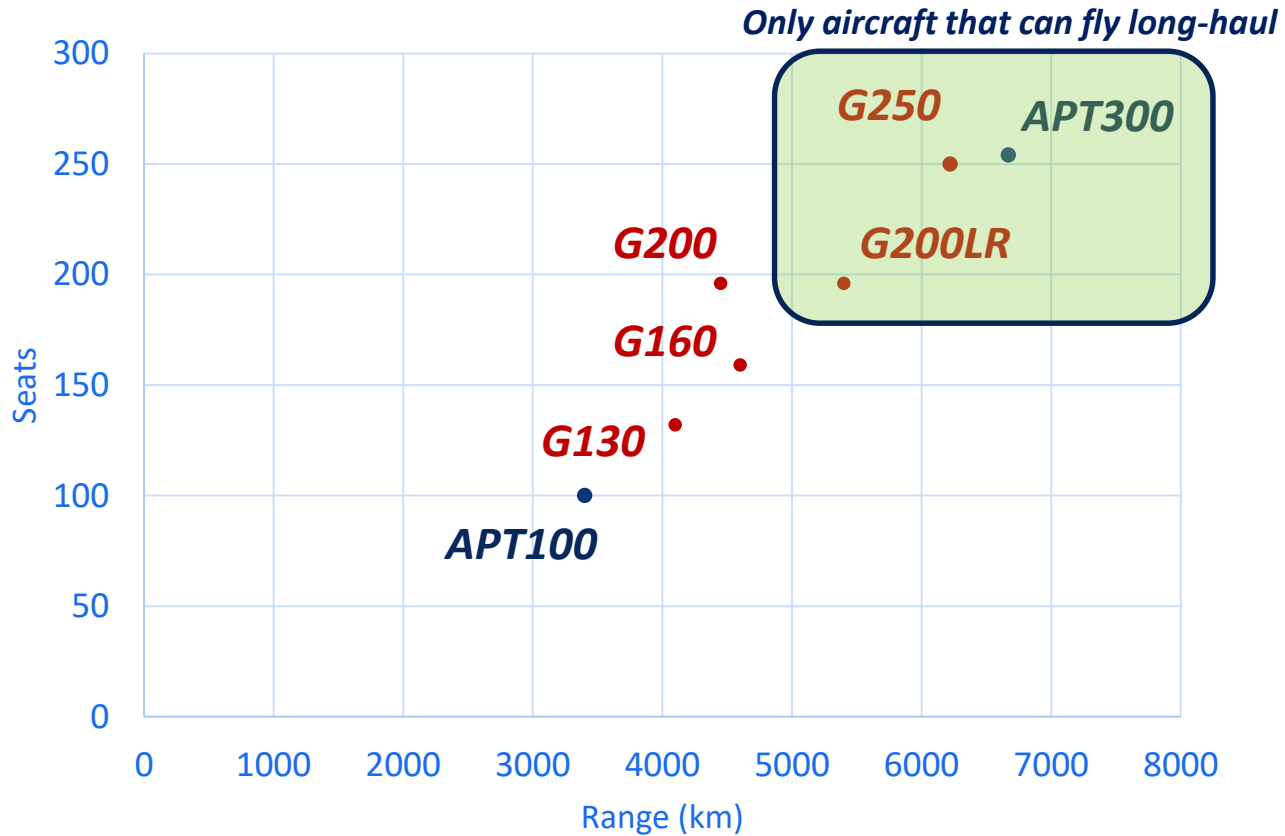
2020

The Routes



BH = Block Hours one way

Seating vs Range



Manufacturers' range at maximum passenger load

Working Practice

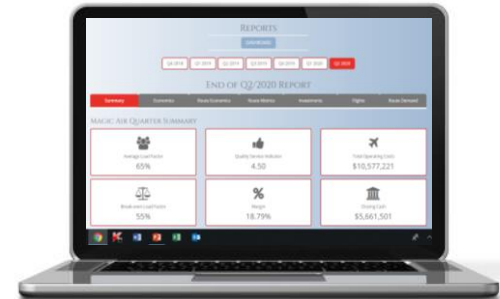
Fares
Schedule
Capacity
Marketing



SKYCHESSE
Centre



Results to your device



TVR AEROSPACE

White Knight Leasing

Aston ProTech

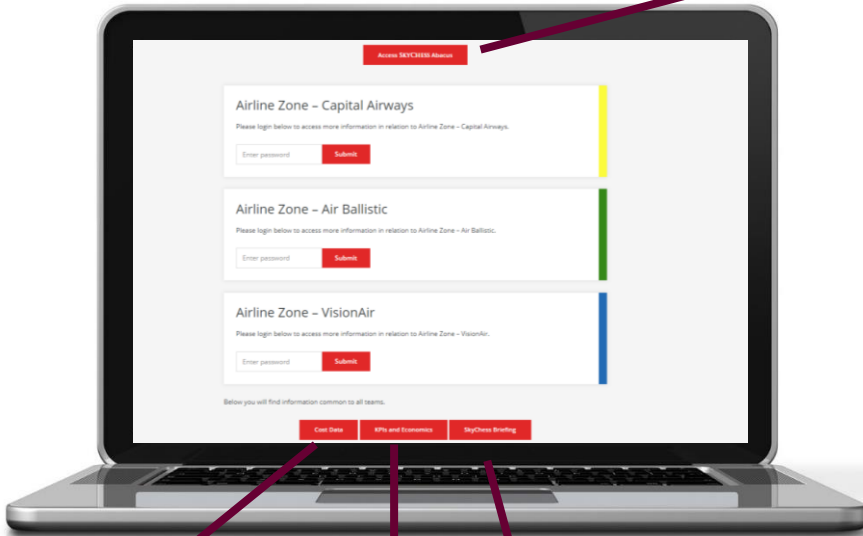
JC Fuels

+ any other negotiations

Access

www.ttlglearn.com
Go to SkyChess Players' Page

Access SKYCHES Abacus



Cost Data

KPIs and Economics

SkyChess Briefing

Goal Setting

- **Bullet points**
- **Measurable**
- **Related to things you can influence**

Either submit the form you are given or complete the template in your 'Airline Zone' and send by email

Goals



- Market share 80% by end of game
- Profit margin: 15%

- Introduce nice red carpets



First Actions

- **Elect a CEO**
 - Fleet strategy and goals
 - Business model
- **Organise**
 - Scheduling (and don't forget a timekeeper)
 - Financial analysis
 - Economic analysis (costs and pricing)
 - Market analysis (where do we fly?)
 - Capacity needs
 - Negotiation
 - Competitor analysis

And Finally...

