

# **IAC 2402 AIRLINE SALE STRATEGIES PROJECT GUIDELINES**

## **Group Members:**

A team of members must be formed on the first class of the semester. It's strongly expected that all members fully contribute to this project. (To ensure this, a group member evaluation form will be given later in the class)

## **Guideline:**

1. You are the owner of aircraft interior and service company and willing to sell the project for new airline which own B787-8

### **2. Product detail**

#### **2.1 You need to create seat types (First, Business, and Economy)**

- Seat Number
- Seat Style
- Seat Pitch
- Seat Function

#### **2.2 Aircraft interior**

- Atmosphere
- Shade color
- Window

#### **2.3 In flight entertainment**

#### **2.4 Catering (Food that serve to passenger)**

#### **2.5 Amenities kits**

3. All detail must be describe with detail to make your airline customer understand your concept
4. Create infographic 15 x 20 inch

## **Submitted item:**

1. Infographic 15 x 20 inch

## **Presentation:**

1. 15 minutes
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**Score**

Infographic		Score (20)
1. Clearly state every given detail	10	
2. Correct spelling	5	
3. Correct type of Infographic	5	

Presentation	Score
1. Mention every topic	5
2. Presenting technique	5