

PROPOSAL OF MARKETING STRATEGIES FOR THE AIRLINE EASYFLY

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Grade

Judge

Judge

Judge

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To my parents

Who have always believed in me

And supported me in every step of this major

Encouraging me to continue

Even when I was on trouble.

To my lovely husband who always

Trusts my abilities and helped me to follow

The best path towards being a professional woman. To

My favorite person in the world, my little daughter, who is

The beat in my heart, who allows me to carry on.

Jennifer.

To my parents

*Who always have given me their support since the
beginning, to continue, and to finish my career.*

To my children, who have been my strength

From my womb on this path.

To my tender husband

Who has been a source of unconditional support.

Andrea

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In addition, we would like to thank our families who gave the unconditional aid to take care of our children while we dedicated our time to make the best of this project and to achieve this goal.

We would also like to express our gratitude to our thesis advisor, Ana Maria Guzman, who gave us her best. She devoted so much time to reading our work over and over again guiding us in the best way to reach this goal.

Abstract

The Colombian society doesn't understand the meaning of low-cost airlines nor in front of the commercial and large airlines that have the domestic market. Those ones that do offer moderate services, it is evident in their tickets sell.

In Colombia, it is possible to find different airlines that offer their services to travel anywhere. That's the reason why travelers choose to travel by plane for reasons such as: business, leisure, and holiday's seasons, among others. Indeed, people usually hesitate when they are about to travel with an airline. However, alliances and the presence of new airlines that offer flights abroad have directly affected the market by decreasing the use of the service.

This is the main reason behind the making of this project. My proposal of marketing strategies to the low cost airline Easyfly will hopefully help them to join the domestic market and become recognized by the Colombian population to be used for travel. Also, this project proposes strategies to improve the airline's image and to be highly recognized so it will be chosen as the first and preferred option by customers. Finally, get increase revenue for the airline.

Key Words: Airlines, trips, Easyfly, market, business, project, strategies.

Resumen

La sociedad colombiana no conceptúa el significado de lo que es una aerolínea de bajo costo, y más aún ante las que dominan el mercado nacional catalogadas como aerolíneas comerciales regulares, las cuales ofrecen servicios moderados y reflejados en la venta de los tiquetes.

En Colombia es posible encontrar diferentes aerolíneas que prestan sus servicios para viajar a cualquier destino. Es por ello, los viajeros escogen transportarse en avión por razones como: Negocios, vacaciones, gusto, etc., por lo tanto, las personas dudan demasiado de viajar por una aerolínea. Más sin embargo la fusión y apertura de más aerolíneas en distintos países ha hecho que el mercado se haya afectado, disminuyendo el uso del servicio.

Es por ello que se desarrolla este proyecto, con el fin de describir estrategias que permitan a la aerolínea low cost Easyfly, incursionar en el mercado y ser reconocida por los colombianos para viajar en plan de vacaciones. Además, este proyecto propone estrategias para mejorar la imagen de la aerolínea y así lograr un reconocimiento más alto a nivel turístico para ser escogido como primera opción por los clientes. Obtener más ingresos y reconocimiento para la empresa Easyfly.

Palabras clave: Aerolíneas, viaje, vacaciones, Easyfly, proyecto, estrategias.

Introduction

Recently, the worldwide economy moves quickly and without certainty. Companies are constantly looking for high competitive alternatives that will allow them to survive in this technological era. They seek stability in the market and to warranty the best strategies, creativity and innovation is necessary.

Thinking strategically has become an essential tool to stay strong in the market and to be a competitive airline. For this reason, it must develop the view capability and the power to focus on the facts of supplying the needs and desires of the clients or potential customers.

Airlines have been created to offer aerial transportation service to people, loads, animals, livestock, etc. to a variety of destinations on a safe and comfortable trip. In addition, this project is based on the idea of providing marketing strategies to the airline EASYFLY so it can get a better position in the domestic market and airline industry. Also, I have taken into account the comparison between large airlines and low-cost airlines.

The idea of this project “Proposal of Marketing Strategies to the Airline EASYFLY” is to improve the image of the company and the service, analyzing the strategies in customer care, and finally to propose new ideas needed to make obviously a direct competence comparison. Consequently, the airline can get more recognition in the domestic market and guarantee the clients or travelers the best customer care, thus making it more competitive in the market.

Rationale

In Colombia, this topic has been addressed in the aeronautic sector. However, there is an the situation of Alianza Summa. The creation of this is important because it created widespread inconveniences in the sector. For example, it weakened other airlines due to the monopoly they created. There were three airlines taking advantage of this situation; Avianca, Sam, and Aces. They control all the domestic routes leaving the rest of the airlines without any chance to accrue revenue by participating in the market. The affected airlines were Aires, Aero República, West Caribbean, Satena.(Ordoñez Malangón, 2002)

Even though travelers desire the best experience during a trip, they might not be aware of all their options. Some travelers do not know about other airlines that offer the basics of travel but without fancy food, VIP areas, or special services. Without such amenities, these airlines are called low-cost. An example being EASYFLY, one that supplies the most basic needs of transportation in fast and safe way. The large airlines normally offer services with strategic elements as quality, flexible payment methods, and few delays, among others. They work daily to make the trip experience unique. However, one issue with this type of airline is that the ticket fares are too high and not all the travelers are able to afford it. When this happens the low cost airlines are the best option to get a lower price for a good and simple service.

General Objective:

- To propose marketing strategies for the airline Easyfly that offers aerial transportation services in order to improve its recognition and increase its competency in the domestic market by the year 2018.

Specific Objectives:

- To analyze Easyfly's situation according to the market where it currently stands.
- To detect Easyfly failures according to the market.
- To design marketing strategies in order to improve EasyFly's recognition and increase its competency in the domestic market by the year 2018.

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Proposal of Marketing Strategies for the Airline Easyfly

Chapter I: Summary of the Airline

1.1 The most important information of the airline

- **Name and its meaning**

The most important information of the Airline Name is its meaning. Easyfly S.A. is a regional low-cost airline focused on being a leader in the market, with the best trades in marketing, offering reliable point to point service, served and not served services with priority by other operators in Colombian domesticated marketing.

- **History**

Easyfly is an airline created by Alfonso Avila Velandia, the founder of Aero Republica. As Copa bought Aero Republica, Avila decided to continue in this industry with Easyfly. First of all, he wanted an airline where everything is easy.

The airline began flying from Bogota to its main base in Arauca, Ibague and Barrancabermeja. It started with two airplanes: British Aerospace Jetstream 41s. They were bought directly where they were made. Then, Easyfly continued with its services to other cities like Armenia, Yopal, Cartago, and Villavicencio; some of which were later abandoned. The first flight was on May 16th, after a proof flight on May 14th. Easyfly opened its second base in Medellin airport called, "Olaya Herrera." Since then the J.41 aircrafts were acquired in May of 2008 to fly to Apartado, Monteria, Quibdo, Bucaramanga and Cucuta.

From a new base built in November of 2009 in Bucaramanga, the capital of the Santander department was then connected with cities like Santa Marta, Barranquilla and Cartagena. Bucaramanga was connected with Arauca Yopal and maintained the leg that was already established in Medellin. In June of 2010 a route between Bogotá and Girardot was established, but it was stopped shortly after.

The company's goals during the first trimester of 2010 was to have an operational base in Cali to connect the south of the country with other cities of the Pacific coast. But it was not be possible. During that year was rumor of expectations regarding special interests of airplanes of just one hall, the most important was Boeing 737-500. But it was not real.

This airplane continued with its operations with substantial financial results. From the base opened in Barranquilla, flights began to Valledupar and it was then possible to begin the first international routes, connecting Barranquilla with Aruba and Maracaibo in Venezuela, in June of 2011. (Aviacol.net, 2015)

● Internal Analysis

Table 1 - Analysis Table

Service	Price/fare	Place	Promotion
<ul style="list-style-type: none"> ➤ In Maslow’s Pyramid will be “Safety” ➤ National flights ➤ Transportation ➤ Trip ➤ Small and comfortable seats and airplanes 	<ul style="list-style-type: none"> ➤ Psychological Price ➤ Low cost as a marketing strategy 	<ul style="list-style-type: none"> ➤ Internet sales and Call Center ➤ Counter airport ➤ Travel agencies ➤ App 	<ul style="list-style-type: none"> ➤ Online advertising ➤ Newspaper ➤ Travel Agencies <p>Airport sales</p>

- **Mission**

EASYFLY, is a Company of aerial transport committed to maintain the highest standard of services, security, and efficiency, giving to their passengers the easiest way to fly. (Salgarriaga, 2016).

- **Vision**

To be the first option in 2016 to fly in regional routes, to be perceived as a leader in airline compliance and security.

- **Quality Policy**

EASYFLY, is committed to satisfaction according to the needs and expectations of their customer regarding the aerial service provided, in a compliant, economical, and sure way. It has a company model of high efficiency, focused on the development of quality and continuation. (Salgarriaga, 2016)

- **Problem**

Easyfly is an airline that offers aerial transportation services in Colombia from places such as Barranquilla, Bogotá, Medellín, Quibdó, Bucaramanga, Apartadó, Ibagué, Cartagena, Cúcuta, Pereira, Yopal, Valledupar, Neiva, Montería, Popayán, Corozal, Rioacha, and Arauca. They have been working since 2007 with this low-cost model and has had a positive increase in 2015, getting the stability and income from its operations and taking some important airports inside the country, e.g. Olaya Herrera airport in Medellin city.

However, with economic changes like the rise on the dollar price and the effect produced by the oil industry in general directly affects large industries such as airlines. The main reason is because they usually manage dollar incomes and big properties. This is the case for many airlines inside the country and their possible business operations abroad. Some of these large airlines are affected. They are losing money, investments, and not getting as much income from the tickets sold. Because they don't gain the same income, the

investment is not complete and they can't afford as much oil as the usually are able either. On the other hand, the low-cost airlines maintain almost the same income and can compete with the large ones. However, the issue is moot when they are not recognized by the population or customers and the airlines are subsequently still not threatened. Basically, we are going to focus on the airlines that work in the domestic market and how they can become the direct competition of EASYFLY such as: Avianca, LAN Y VIVA Colombia. Indeed, those airlines have a strong participation in the domestic market in Colombia. Obviously Avianca and Lan are bigger and manage more income and properties.

Also they work in more airports but their tickets are around 30% more than the low-cost airlines like Easyfly and Viva Colombia.

First, let's address Avianca, one of the largest airlines in Colombia and Latin America. It normally transports several travelers to different places but it has also many issues daily such as delays, stops-overs, high fares in high season and on holidays. Avianca was founded in 1919 and it was the first Latin America airline that used A Jumbo 747. It started to fly outside the country in 1940. It works in different countries like United States, Perú, Panamá, etc. In the year 2011, it reached the quantity of 4.00 flights week. In the same year they started with load services. Avianca has many VIP rooms for their travelers to get a unique service. According to their webpage, as they do have a complete site with all the information about their services, fares, FAQs, trips, alliances, load service procedures, miles procedures, regulations, and tips to travel. However, the site doesn't have many offers and the design is quite simple.

On the contrary, LAN is another large airline working since March 5th, 1929 in Chile. It is actually known as "LATAM airlines Group" with around of 40.000 employees, 280 planes, working in 23 countries worldwide. It also has a load service that started when they acquired the Colombian airline called "AIRES". By the year 2011, the airline "AIRES" was

in need of some general improvements. But it wasn't until December 3rd, 2011 when was done a rebranding and it got new destinations such as: Barranquilla, Bogotá, Bucaramanga, Cali, Cartagena, Cúcuta, Ibagué, Leticia, Medellín, Montería, Neiva, Pereira, Puerto Asís, Quibdó, San Andrés, Santa Marta, Valledupar, Villavicencio, Yopal. Moving through the website, it is complete and organized and they manage a type of service called "LAN tours" where they offer a full ticket service plus a destination hotel booking and more. It is more like a complete tourist package. The design is interesting and colorful, all the information is categorized by tickets, destinations, fares, FAQs, frequent clients portal, benefits, among others.

Finally we will talk about the Viva Colombia airline. This is a Colombian low-cost airline, considered direct competition for EASYFLY. Viva was founded in the year 2008. Later, in the year 2009, Viva looked for new international partners such as "Grupo Fast", "Grupo Bolívar", "Seguros Colombia", "Grupo Lamsa" y "Irelandia Aviation". Viva started on May 25th 2012. The company offers cheap tickets and they also travel to Panamá and Miami. The website is colorful, complete, and interesting. They do care a lot about their customer opinion and they have general tickets, fare and airline info, and a comment section where the customers can post their complaints or recommendations.

Finally, all the Airlines previously mentioned are companies that offer aerial transportation services and they work harder and harder every day to have a position in the ever-changing market. Easyfly needs to take up the task of looking at each airline as examples of strengths to better improve their image, operational strategies, and general procedures to lead the market one day.

● **Competitive Analysis SWOT**

The following table shows the internal airline analysis in order to identify the strengths, weaknesses, opportunities, and threats.

Table 2 - Competitive analysis (SWOT)

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> · - Flexible fares. · - Different options to give services and complementary options to satisfy the customer · - Its privileged geographic location (target market) - Easy Access to destinations, direct flights without getting in contact with El Dorado airport. - Proximity to maritime and inland ports and airports 	<ul style="list-style-type: none"> · - High prices compared with Airlines of highest recognition. · - Significant differences according to purchasing power with important and profits flights. The flights are national even though this airline does not cover the whole country · - Weak competence compared to the other Airlines. · - Aerial limited connectivity · - Small airplanes. - Lack of advertising.

OPPORTUNITIES	THREATS
<ul style="list-style-type: none">· - Major Latin American integration.· - The alliances with other Airlines to use the installations and strategies.· - Strategies to open flights for whole country according to analysis of failures.· - Capacity to give other services that the competition does not.- Moderate cost in Latin American flights	<ul style="list-style-type: none">· - A recognized airline with international flights gets the national flights that Easyfly is covering.· - A consistent price war.· - Strategies to open low prices with the flights to make competence could be a lost profit.- Legal regulations

- **Political and Technological Regulations (AERONAUTICA CIVIL)**

Those conditions are the same for all Colombian airlines and must be respected by them.

Reserves and Tickets:

When there is a reserve solicitation, the passenger has the right to be informed about:

- A. The available flights, and all the information about it like directly fly or not, if there are layovers, having the schedules set perfectly.
- B. All the available prices, restrictions, and reimbursement.
- C. The real ticket value and everything included (taxes, extra payments).
- D. The airports and arrivals.
- E. The total capacity of the airplane.
- F. All the conditions: reserves and cancelations, how to get tickets, prices, luggage limits, forbidden items during the trip, as well as rights, duties, and requirements.
- G. National and international regulations described in the contract.
- H. When the passenger hasn't been informed about the general conditions by the transportation company, the company must have another alternatives to notify the customer about the information. The conditions must be published on the contracts, travelling brochures, website, travel information manual, or tickets.

Tickets Purchase

Purchasing the ticket, the customer or client has the following rights:

A. The ticket (digital or physical) must be the same that the customer wanted and purchased with the company. Also, this ticket must have legal information such as regulations, contract, liability, in Spanish language if it is from Colombia, appropriated by color. In the case of a digital ticket all the information must be contained on a website and it has to be given to the customer.

B. The Ticket price must be the same that the customer and company agreed upon.

Promotions Compliance

The airline must guarantee the promotions given to the customers and frequent traveler plan as controlled by the law. All the promotions and special prices must be written or announced clearly.

The frequent traveler plan is a marketing strategy for all the airlines to create customer loyalty. They can accumulate miles in different ways with a determinate airline company. The miles can be exchanged for future trips.

CHAPTER II: Competence Analysis

2.1 Competence Analysis (4pMarketing)

- LAN(latam):

Table 3 - Lan Comparison

PRODUCT	PRICE	PLACE	PROMOTION
They offer a diverse number of flights inside the country such as: Cartagena, Medellín, Barranquilla.	They have national flights from COP \$ 99.900 and some COP \$ 220.000 (but some of them are only the departure)	They have different channels to get their tickets such as the main website, some Travel agencies, in the airport, and cheap flights websites.	They invite the customers to be loyal with the brand and get some km when they travel. According to this, when they have a specific amount they can flight exchanging their km.
Also they have international flights to Miami and Cancún.	They offer some international flights from US \$249 to US\$ 379.		They are launching some daily promotions, and they invite the new customers to register and get information about promos via E-mail.
They have	They have some	They have	

<p>upgrades to make the flight a better experience.</p>	<p>national packages that include hotel, tour, and flight from COP \$509.000</p>	<p>different channels to get their tickets such as the Website, App, some Travel agencies, in the airport, and cheap flights Websites and some small stores inside some malls.</p>	
<p>The airplanes are big and comfortable.</p>	<p>They have some discounts in low season.</p>		
<p>They cover more national cities than Easyfly.</p>			

Source: https://www.latam.com/es_co/?gclid=CjwKEAjwmf6-

[BRD9fSN7Ijt1wUSJAASawcj7CwKMGV5xMV4JA0UTWBCpSLWLpS7hWaeP6F17kV1whoCX5nw_wcB](https://www.latam.com/es_co/?gclid=CjwKEAjwmf6-BRD9fSN7Ijt1wUSJAASawcj7CwKMGV5xMV4JA0UTWBCpSLWLpS7hWaeP6F17kV1whoCX5nw_wcB)

- AVIANCA

Table 4 - Avianca Information

Product	Price	Place	Promotion
They have a variety of national flights: Armenia, Monteria, Cali, Medellín up to 10.	The price changes depending on the flights, seat, conditions.	They have different channels to get their tickets such as the Website, App, some Travel agencies, in the airport and cheap flights Websites and some small stores inside some malls.	They offer cheap prices on economy flights
They have big airplanes to make the trip comfortable.	There are some prices that could be more expensive compared with other companies		They have some promotions but they have a fast deadline.
They have VIP	The Webpage makes		

services	it easy to get a quote		
They have Load Services			
They have international alliances			

Source: [http://www.avianca.com/es-co/?gclid=CjwKEAjwfmf6-](http://www.avianca.com/es-co/?gclid=CjwKEAjwfmf6-BRDi9fSN7Ijt1wUSJAASawcjl2OuJZ9G8ra6nxCffoO4OK2eOE_nlXybxQMmc5EHRoCV5_w_wcB)

[BRDi9fSN7Ijt1wUSJAASawcjl2OuJZ9G8ra6nxCffoO4OK2eOE_nlXybxQMmc5EHRoCV5_w_wcB](http://www.avianca.com/es-co/?gclid=CjwKEAjwfmf6-BRDi9fSN7Ijt1wUSJAASawcjl2OuJZ9G8ra6nxCffoO4OK2eOE_nlXybxQMmc5EHRoCV5_w_wcB)

- **VIVA COLOMBIA**

Table 5 - Viva Colombia Information

Product	Price	Place	Promotion
They have some similar flights as Easyfly.	They are a low-cost airline like Easyfly	They sell their tickets on their Website, call center, agencies and airports.	Besides the low cost in the normal prices they have a variety of promotions
They have international flights	They have national flights from COP \$		The promos have their deadline

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to Panamá and Miami	69.900 to COP \$99.900		specified.
They focus on excellent customer service.	They have some international flights from US \$ 143		

Source: <https://www.vivacolombia.co/co/vivacolombia/conocenos>

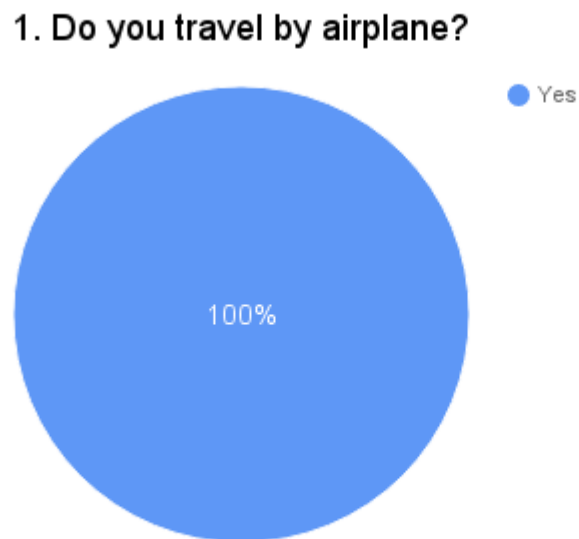
Chapter III: Survey Analysis, conclusions and strategies

3.1 Survey Analysis

- Analysis of graphics

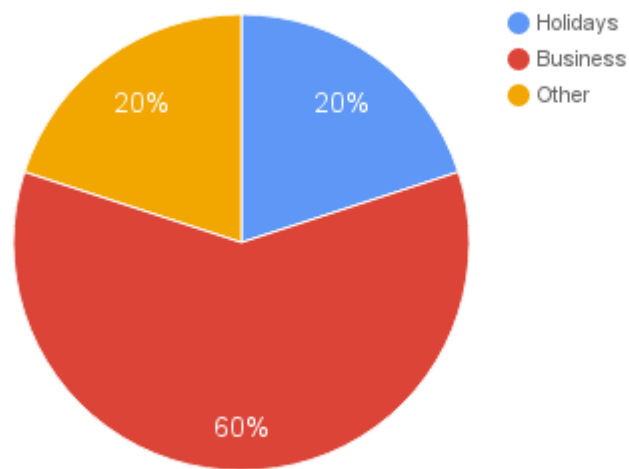
Survey about preferences to travel

The survey has been applied to frequent executive travelers with ages ranging among 25 - 50 years old. 18 of them were male gender and 7 female gender. Total: 25 people.



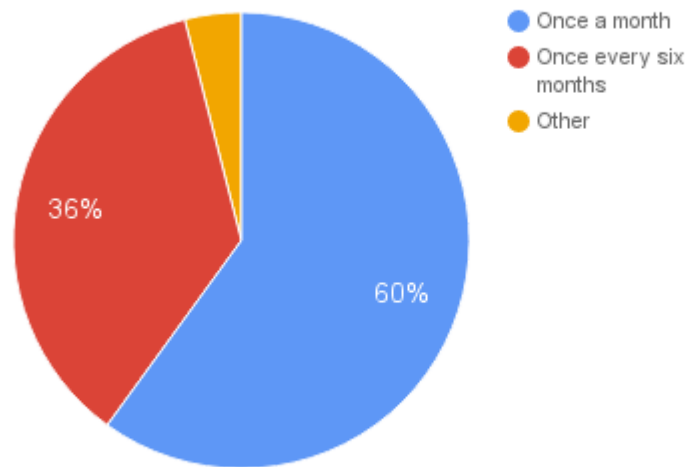
All the travelers have answered affirmative, because it is a way to save time and to be more comfortable.

2. Which is the regular reason to travel?



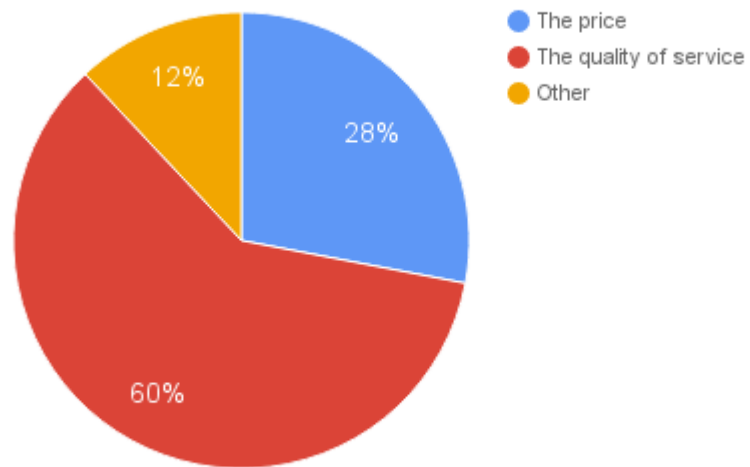
As all the customers were businessmen, most of them travel for business and sometimes they take time out to visit their families if they are near that city.

3. How often do you travel by airplane?



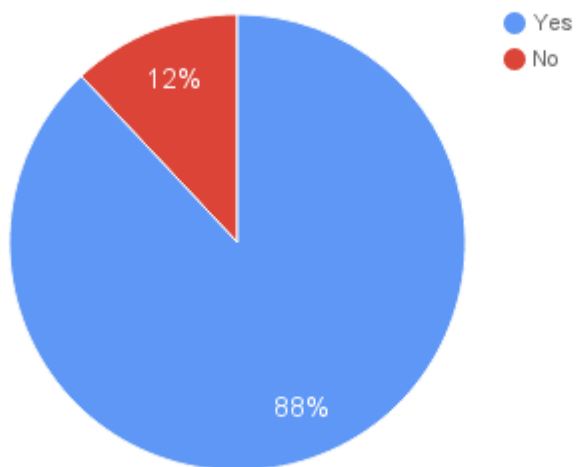
It can be concluded that the participants are frequent travelers in that they travel as much as once a month for business.

4. Which are your benchmarks to choose an airline?



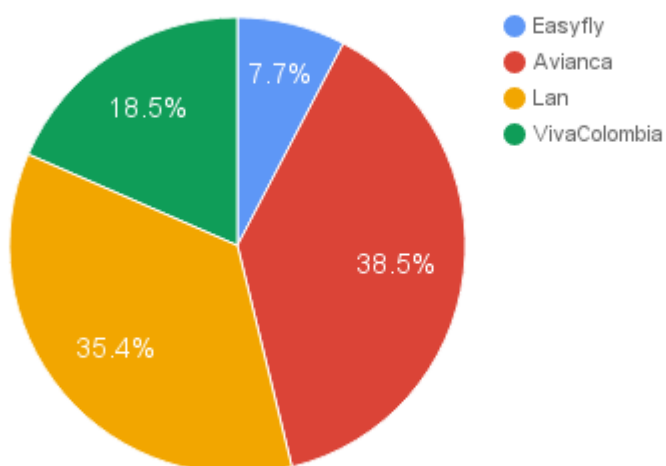
We could say that the most important is the quality of services, without forgetting that the price influences when people are going to choose the airline they like, and for some of the respondents they need security.

5. Do you have an airline of choice?



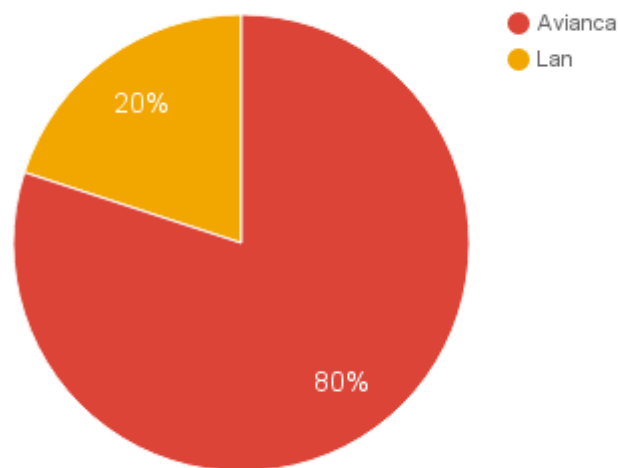
Most of the respondents said yes, and they had an agreement on Avianca.

6. Which of the following airlines do you know? Can choose more than one



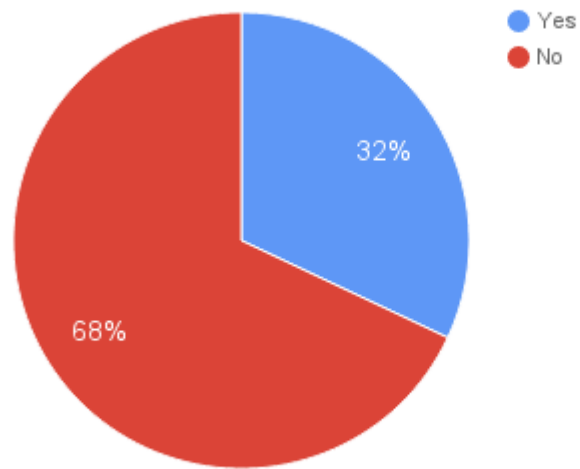
It is evident that airlines of highest recognition are Avianca and Lan, and it is evident that airlines of lowest recognition are VivaColombia and Easyfly.

7. which is your favorite Airline of the following 4?



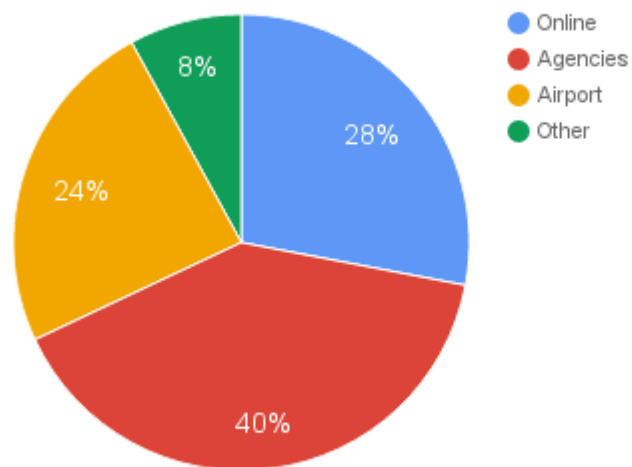
It is remarkable that the airlines of preference are Avianca and LAN, and Avianca got the highest score in recognition.

8. Do you know airlines that offer low cost service?



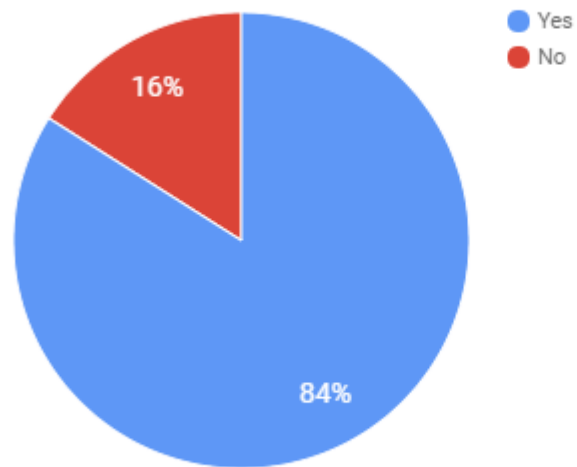
It is understood that 17 travelers of 25 answered that they DON'T know airlines that offer low-cost services even though they have knew the airlines that offer this service, it means they know about those airlines but they never have traveled with them.

9. How do you usually get the tickets?



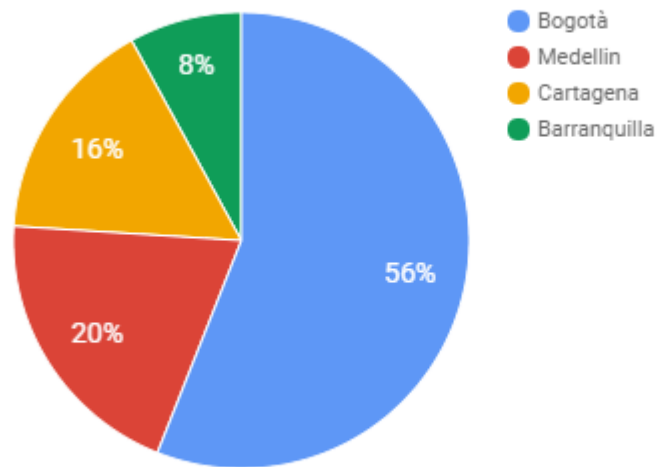
A high proportion of travelers said that they get the aerial tickets through agencies.

10. Do you mind to make stop-overs?



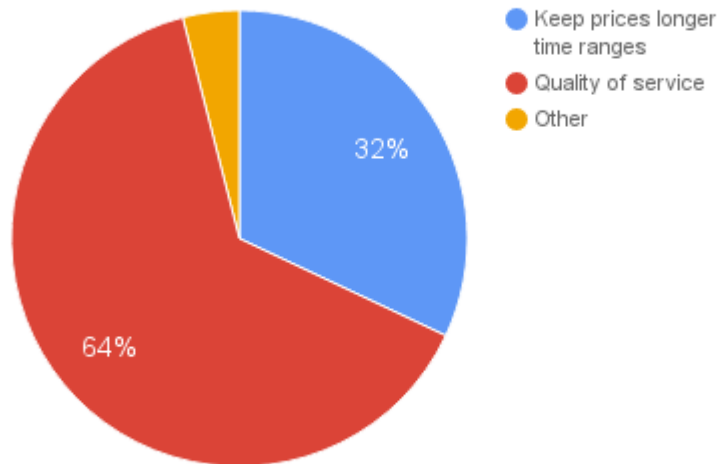
It can be interpreted that the majority of travelers mind making stop-overs because they believe those are big obstacles regarding timely arrival to their destination, besides it is annoying.

11. Which is the city that you use to visit when you travel inside the country?



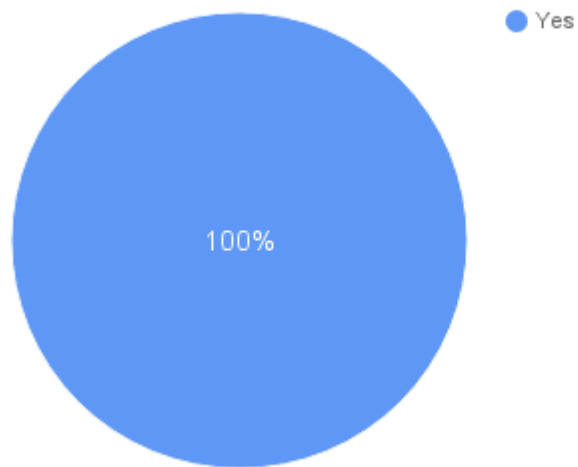
The most frequent city by the businessmen is Bogotá

12. What would you like to receive from an airline to make it the airline of choice ?



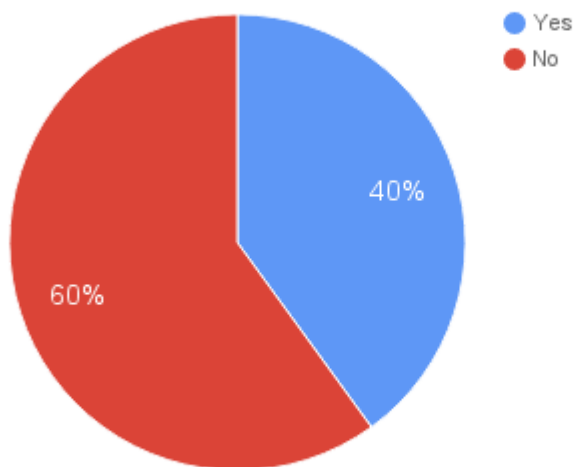
The most important for the travelers is the quality of services and keeping prices for longer time ranges because they think they could keep some money.

13. Do you consider that companies must make this kind of researchs?



All the travelers said YES, because they consider that all the companies do not take into account the opinion of the customers, they feel that their opinion is not important inside the company.

14. Do you consider that the ticket prices are regulated ?



Most of them answered YES, because they consider that the seasons will always be on a global level and this phenomenon is the regulator of the prices, but they clearly disagree. People who said NO, they assure that airlines decide to impose the price of the ticket without taking into account a geographic studio.

- Conclusions of the survey

- ✓ Our target were businessmen that love to use the services of aerial transport so they don't lose time.

- ✓ To conclude, we can say that the airline with the highest recognition is Avianca and that this is the airline which covers all the needs of customers. It is well-known, besides it does not have any complaints.

- ✓ It can be interpreted that Avianca has a good quality of services because this is the favorite airline of the travelers.

- ✓ It is very evident that few recognize EASYFLY

- ✓ People do not have any idea about Aeronautica Civil, which is the authority that regulates all the airlines

Strategies

The following strategies were designed to improve the competition standing of the airline EasyFly, recognition of brand, its services, and profits.

PRODUCT:

- ★ To realize alliances with big companies that need a service of DIRECT aerial transport for executives.

PLACE:

- ★ Searching of big corporative customers inside known malls and putting up stands or participating in fairs.

PRICE:

- ★ To create a system to collect points for frequent corporative customers which can be converted in different places like tickets for cinema, restaurants etc.

PROMOTION:

- ★ Advertise on the radio to inform audience of content, like on W radio or Blue Radio.
- ★ In low season offer a 3% off more for corporate customers En temporada baja ofrecer un descuento del 3% adicional para nuestros clientes corporativos.
- ★ Give functional items with logo branded on them (bags, thermos, pens, agendas).
- ★ Give the image of being the best low-cost airline with the best prices and service

Conclusions of the project

The survey that we made contributed in an important way in identifying and highlighting the points that have to be covered and considered regarding the likes and preferences of the customers. With this, there can be a realization of successful strategy implementations.

Within the points that we have considered, those that have more importance inside of a project of this nature, one of the most important is to detect which are the real needs of people that travel often by airplane. Businesses need to be closer to the reality of daily jobs that do not present a bureaucratic obstacle. They need to get involved with the travelers in a way that informs them of what they do and do not expect from an airline, to clearly define the economic benefits, satisfaction, and whatever else matters that must be achieved with the service of the airline. Furthermore, the travelers must know how they are going to benefit from choosing specific airlines.

In the introduction of this document, we talk about the objectives in order to achieve the goals of the project. We also mentioned that an important part of the airlines' responsibility is to give an integral quality of service for the customer, inasmuch as it is more expensive to get new customers than maintain the current ones. The airlines are not going to make customer service improve by itself. That is why strategies exist to take in account the customer's opinion, an example being a survey. If there is strict implementation of these strategies, let that the airline can achieve higher recognition to fulfill the expectations of customer service. If this happens, then we can say that the project has been successful.

We made the project that we envisioned contain things that had not considered, We can see the importance of knowing the different needs and likes of people, but we also were able to detect some key points to making sure that some processes can create areas of

opportunity to improve the customer service experience. Taking into account the opinions of the customer regarding the time people value to find an excellent airline to travel with security and comfortability is part of having a clear perception of the function of an airline. There are so many things we could mention that we gained through this project but the most important are the aforementioned aspects of customer service. We consider that another important aspect is accomplishing a plan of what we want to realize and what to obtain when a project is accomplished. In this way, it has to develop a valid evaluation of the possible alternatives that have occurred before to begin an argument. Considering this, the strategies are a major part of what will be provided to support the argument and implement the correlated ideas.

Appendixes

ENCUESTA SOBRE PREFERENCIAS AL VIAJAR

Cordial saludo. Permítanos informarle que somos dos estudiantes de la universidad ECCI de Bogotá, y desarrollamos ésta encuesta para conocer los gustos y las preferencias de las personas viajeras a la hora de elegir una aerolínea. Con el fin de plantear estrategias de mejora a una aerolínea que espera ser reconocida en el mercado. Agradecemos su colaboración.

Marque con una **X** la respuesta que sea más acorde a su opinión.

Edad:

Género:

1. ¿Viaja usted en avión?

A. SI

B. No

¿Por qué?

2. ¿Regularmente el motivo de viajar es?

A. Vacaciones

B. negocios

C. Otra ¿cuál?

3. ¿Qué tan frecuente viaja en avión?

A. Una vez al mes

B. Una vez cada 6 meses

C. Otra ¿cuál?

4. ¿Cuál o (cuáles) son sus elementos de referencia al momento de elegir una aerolínea?

A. El Precio

B. La calidad del Servicio

C. Otra ¿cuál?

5. ¿Tiene una aerolínea de elección?

A. SI

B. NO

¿cuál?

6. ¿De la siguientes aerolínea cuál o cuáles conoce?

A. LAN

B. Avianca

C. Viva Colombia

D. Easyfly

7. ¿De las siguientes aerolíneas es de su preferencia?

A. LAN

B. Avianca

C. Viva Colombia

D. Easyfly

8. ¿Conoce usted aerolíneas que ofrecen servicio a bajos costos?

A. SI

B. NO

¿Cuál? _____

9. ¿Cómo adquiere regularmente sus tiquetes aéreos?

A. Online

B. Agencias

C. Aeropuerto

D. Otra ¿Cuál? _____

10. ¿Le molesta hacer escalas?

A.SI

B.NO

¿Por qué?

11. Cuando viaja dentro del país ¿Cuál es la ciudad que frecuenta más?

A. Bogotá

B. Medellín

C. Cartagena

D. Barranquilla

12. ¿Qué le gustaría que le ofreciera a usted la aerolínea para convertirla en la de su preferencia?

A. Mantener los precios por rangos de tiempo más largos.

B. Calidad en el servicio.

C Otra ¿cuál? _____

13. ¿Considera usted que este tipo de estudios lo deberían hacer las empresas?

A. Si

B. No

¿Por qué?

14. ¿Considera usted que los precios de los tiquetes están regulados?

A. Si

B. No

¿Por qué?

Enclosed Documents

★ Easyfly will increase its offer in regional routes during 2015 (Actualidad Easyfly,2014)

Easyfly intends to increase its number of flights to cover the flights that LAN left and to maintain connectivity with the airport Olaya Herrera in making new routes.

While there is an agreement between Easyfly and LAN Colombia, there's a possibility that LAN gives the passengers of Easyfly connectivity with national and international routes, to achieve a complete model of operation for both companies. If so, Aeronautica Civil is the only entity that can give permission to do it.

★ I can't make web check- in ¿what could be happening?

December 12, 2012

To check-in online, you can save time, choose and book your seat, print the ticket and if you travel without a package, go directly __sala de embarque_. It is a short process; you can do it in www.easyfly.com.co

To check-in online and conclude successfully, you must take into account the next steps:

1. Web check-in can be between 36 and 3 hours before the flight.
2. The information which is given in our system must be the same of the ticket.
3. If you make changes in your booking, you must make check-in directly in the counter of the airport to assure that all the payments and conditions of the new booking have been covered

4. If the passenger is under 12 years old, if you travel in a group larger than six people, or if you are a passenger that needs special attention during the flight, you must go to in the counter in the airport for your seat assignment.

5. If you can't check-in online considering the above, Easyfly has staff at a Contact Center exclusively for users of the website that you can call. The following numbers can be called for assistance; ask for option 2 for Bogotá at 414811, Medellín 6041290, Bucaramanga 6970333 Barranquilla 3850676, Cúcuta 5955005, Cartagena 6930400, Montería 7898915, Neiva 8630101, Santa Marta 4351777, Yopal 6334033, Arauca 8853335, Valledupar 5894010 and the rest of the country 018000 123279

★Eight points to take into account regarding your luggage.

December 15, 2011

1. Your luggage is essential to your journey, that's why it is important to follow some recommendations to guarantee its sure arrival.

2. The most important in that the luggage is less than the maximum weight and volume. Each passenger has the right to transport 15 kilograms in the cockpit of the luggage in load (25cm x 40cm x 61cm) and 5 kilograms in cockpit of passengers. Hand luggage can't be more than 35 cmx15 cm. Each extra kilogram (11 December 2011) is 2800 Colombian pesos and the translation depends on the weight of the airplane. Luggage means bags, clothing bags, hand bags, camera bags, and electronic devices, computer packages, and other items of this kind. It doesn't matter if it is transported by the passenger or in the cockpit.

3. According to the rules of Aeronautica Civil Colombiana, you can carry jewels, cash, cameras, cellphones, computers in your luggage. You mustn't carry sharp elements, containers with more than 100 ml (except elements bought in duty free, medicine with checked prescription, food for children and passenger with the necessity of special diet. You

could use small bottles to transport your makeup and your cleanliness items, as an advice) in your luggage.

4. As the journey is by airplane, it is ideal that your bag is made of hard material and is water resistant.

5. To be strategic with your luggage, you could put the heaviest items on first and the rest of your lighter items on last.

6. Remember to stamp your bag with something to identify it easily, and of course, with your contact information; name, address and telephone in a part of the luggage to guarantee, if it is lost.

7. Easyfly, gives a receipt from the transporter to the passenger to guarantee the registration of the luggage being held. On which is indicated the number of pieces, weight, and destination.

8. The delivery of one's luggage will be made upon the presentation of the tag.

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