

Activity 1: Competitive Priority Analysis

Scenario




You are a consultant hired by a mid-sized airline in Southeast Asia. The airline is facing pressure from both budget carriers (low-cost) and premium carriers (high-service). Your task is to define a clear operations strategy by identifying competitive priorities.

Tasks

Identify 3 Order Qualifying and 3 Order Winning factors for this airline.

Rank the five competitive priorities (Quality, Speed, Dependability, Flexibility, Cost) from most to least important. Justify your ranking.

Explain how operations resources and processes can support one of your chosen order winners.

 20 minutes |  Groups of 3–4 |  Present 1 key finding to class

Activity 1 — Worksheet

Fill in the table with your group's analysis

Factor	Order Qualifier ✓	Order Winner ✓	Priority Dimension
Safety record			
On-time departure			
Price / Fare			
In-flight service			
Loyalty program			
Booking flexibility			

Competitive Priority Ranking (1 = Most Important):

Priority	Rank (1-5)	Justification
Quality		
Speed		
Dependability		
Flexibility		
Cost		