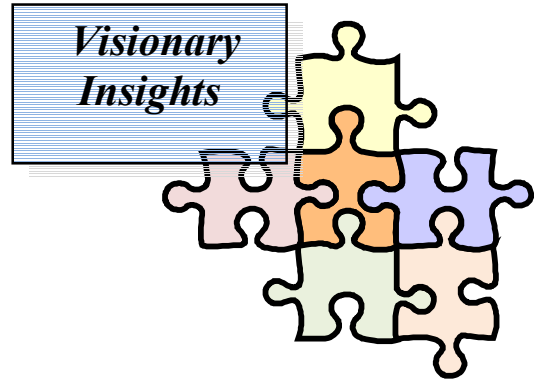


Appendix A

CASE LOG



Inquiry Date: 12.01.2008
RFP Number: 12012008-2
Client: Doggie Diner
Contact: Susan Hampton
Principal Investigator:
Project: Customer expectations

Research Description

Doggie Diner is a small business enterprise that was created to fill a niche for a safe animal food product inspired by the loss of a beloved pet in 2007 due to contaminated imported dog food. The marketing mix consists of a menu of carefully prepared and nutritious meals that may be ordered by FAX or telephone. Delivery of the product is via UPS. Payment is currently by personal check or PayPal.

The owner is quite knowledgeable in the topic of dog nutrition, but she has had little business experience. Her banker recommended seeking professional assistance. These are her concerns:

1. How satisfied with the product and service are the customers? Are there any significant weaknesses in how we market our business?
2. Are we suffering any significant loss of sales due to limitations in the two alternate payment plans?
3. Are there significant differences between customers who purchase with personal checks and those who use PayPal?
3. What is our competition and how are we doing?

[Doggie Diner](#)

CASE LOG

Inquiry Date: 12.03. 2008

RFP
Number: 12032008-1

Client: American Airlines

Contact: Mark Williams

Principal
Investigator:

Project: Self-service Check-in

Research Description

It is generally agreed that operational profitability will inevitably depend upon a comprehensive internal program to reduce costs by transferring passenger service expense to passenger self-service in all areas of the company-passenger relationship matrix. This includes initial travel planning, ticketing, check-in, baggage handling, and in-route rescheduling. Computer automation in the form of online services prior to arrival, and services in the form of stand-alone passenger operated terminals, or kiosk machines, in convenient locations within the check-in and boarding areas, show significant promise toward the goal of reducing passenger service expenses. A corollary benefit is a potentially significant reduction in the time required to negotiate the passenger enplaning process. The key is securing effective passenger cooperation, which will require an attitude shift.

American has assumed a leadership role in redefining passenger involvement in the industry-wide goal to provide safe, convenient, comfortable, and cost effective experiences from departure to arrival. One controversial strategy is “unbundling,” or “a la kart,” pricing of services. Passengers plan their own menu of discretionary services beginning with a base fare to which desired amenities are selected and added to the ticket, such as extra bags, food, seat selection, movies, high-speed security check-through for example. These services have been provided in the past, but included in the published fare—a one size fits all strategy. Under management consideration is expansion of the strategy to include specific fees for operational services without an obvious association with the passenger’s in-flight experience [American menu plan](#). One such proposal is a special fee to check-in through traditional check-in counters staffed with ticket processing agents, the current norm. The alternative is the self-service kiosk. Here is a video demonstration of a kiosk system used by British Overseas Airways [BOAC](#). Click on ***View a demonstration*** and proceed through by clicking the red ***Forwards*** button. This is the American explanation of their self-service check-in features. The management dilemma is in the form of a question: would the fee-based strategy compel an attitude shift with respect to the machines. In a perfect world, passengers would eagerly embrace the new technology and American Airlines would reduce labor costs. However, the world is not perfect, and unsought consequences are always possible. A plan is requested to research the issue and determine the likely behavioral result if the pricing strategy is adopted.

CASE LOG

Inquiry Date: 12.02.2008

RFP
Number: 12022008-1

Client: Andrews Flight Service

Contact: Frank Andrews

Principal
Investigator:

Project: Novel sales strategy

Research Description

Col. Frank Andrews, USAF (Ret), wants to open a flight instruction school based at the Sedona Airport in Sedona, AZ. Sedona is a southwestern destination point in northern Arizona. [Sedona Airport](#)

Often called “Red Rock Country” Sedona is a four seasons playground for everyone – whether you’re into history and archaeology; arts and culture; power shopping; outdoor sports; or the spiritual and metaphysical, imagine doing all this in a backdrop of some of the most spectacular scenery in the world.

Sedona Chamber of Commerce
[Sedona](#)

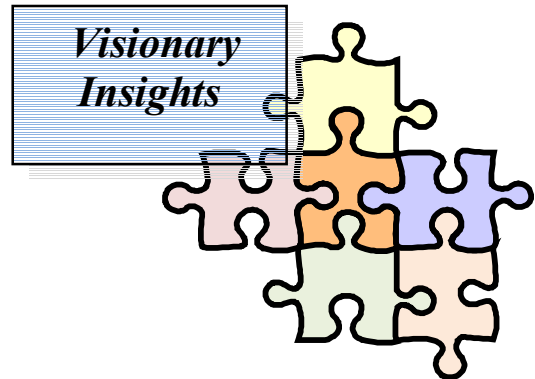
The Federal Aviation Agency has recently created a new license category for private pilots called the Sport Pilot Certificate [FAA Sport Pilot Requirements](#). The new rules for qualification substantially reduce the time and expense of training and certification. Working with the Sedona Chamber of Commerce, Andrews has developed a tentative marketing plan to collaborate with a beautiful hotel near the airport and offer a unique vacation experience for aspiring aviators and their families. The plan would include two weeks of flight instruction leading to a Sport Pilot certificate, and lodging at the [El Portal Sedona](#), a beautiful hotel located in the Sedona arts district and near the airport.

Andrews has raised sufficient capital to purchase three suitable aircraft and lease hanger space at the airport. The hotel has agreed to offer 30% discounts to flight students and their families. Financing and maintenance costs on the aircraft are expected to average \$45/hour, assuming in-use at least 8 hours per day. Instructor fees usually run about \$65 per hour for flight training in this category. Miscellaneous cost for manuals, air maps and navigational calculators would be an additional charge of approximately \$200. Total cost per student, including lodging for two for two weeks, would total about \$4500. The management dilemma facing Andrews is who would be interested in the concept, what features should it include, and how should it be priced?

Use Hawaii Flight Academy: Accelerated flight school as a representative model
(<http://hawaiiflightacademy.com/flight-school/24/accelorated-flight-school-course-information>)

Current Fee Schedule

December 1, 2008



The following fee categories are currently effective and apply to all budget calculations in preparation of quotations for professional services until further notice.

Research Analyst	\$100/hr
Senior Research Analyst	\$150/hr
Data specialist	\$75/hr
Clerical	\$50/hr

Administrative Overhead	125%
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