

GO AIR

Presented by:

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Introduction

Go Air is an Indian Low cost carrier based in Mumbai.

It commenced operations in November 2007 as the aviation foray of the Wadia Group.

As of January 2014, it is the 11th largest airline in India by market share.

It operates domestic and international passenger services to 22 cities with over 140 daily flights and approximately 90 weekly flights.

Its hubs are at Chhatrapati Shivaji International Airport, Mumbai and Indira Gandhi International Airport, New Delhi.



Parent company	Wadia group
U.S.P	Lowest price Good service airlines
Slogan	Fly smart
Target group	Lower middle Middle class
segment	Cost conscious passenger
positioning	Low cost No frills
Competitors	Indigo Spice jet kingfisher

History

Go Air was founded in the year 2005 by Jehangir Wadia, the younger son of eminent Indian industrialist Nusli Wadia.

The Wadia group wholly owns the airline. Jehangir Wadia is also the Managing Director (MD) of the airline.

GoAir launched its operations in November 2005 using Airbus A320 aircraft

As of January 2014, it is the fifth largest airline in India by market share.

Services

FLY SMART



GoAir does not provide any complimentary meals in its flights, but it does have a buy-on board in-flight meal programme, passengers have a wide choice of Café Coffee Day snacks, sandwiches, samosa, cookies, nuts, soft drinks, tea, coffee, mineral water and more.

GoAir offers a premium service known as "Go Business" for a seamless flying experience in which the passengers, at a nominal higher fare, get comfortable leg room seats in the first two rows of the aircraft with vacant middle seat

Services

The airline provides GoAir's exclusive in-flight magazine "Go-getter" which gives the information about seasonal Indian holiday destinations, product information about GoAir & various duty-free products which can be bought on board

GoAir also offers GoAir Holidays through its official website

Swot Analysis

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Strength

- ❖ 1000 flight per week
- ❖ Covers all cities
- ❖ Good branding

Weakness

- ❖ Market share is less
- ❖ Has lesser destination than other

Swot Analysis

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Opportunity

- ❖ Middle class taking to skies
- ❖ More destination to choose

Threats

- ❖ Rising labour cost
- ❖ Rising fuel cost

Customer loyalty practices

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Main initiative is GO CLUB

Membership for this program is free for Go Air passenger

Customer can earn voucher codes that can be used to get discount's on next flight

Minimum voucher level is 250 & valid up to 6 months

Customer receive discount voucher on top brands such as domino's VLCC, Baskin Robbin

Allowance on business class tickets



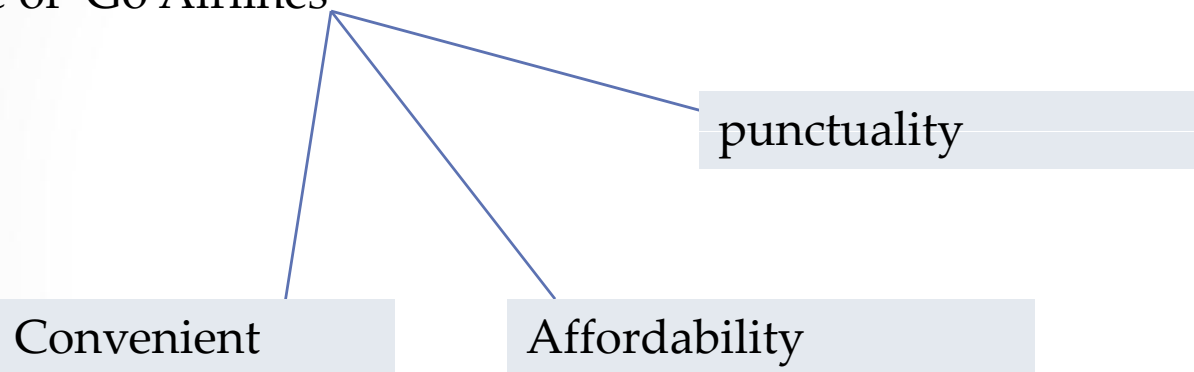
FLY SMART

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The main goal of the company was to commoditize air travel by offering airline seats at marginal premium to train fares across India.

Value of Go Airlines



Providing online ticket services & offline services also

Offering passenger consistent quality assurance and time efficient service

Consumer Behavior

- ❖ Earliest the consumers were not aware about the safety features of this mode of travelling which was major factor for not using this
- ❖ Consumer prefer that airlines in which there were more service.
- ❖ So this is preferred mostly by lower or middle class people as young generation show status symbols.
- ❖ They do research by seeing the consumer behavior i.e. main consumer see is time saving cost.
- ❖ Consumer doesn't need to take care of their luggage so it is the responsibility of airlines to take care.

Advertising budget

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Particular	Amount	Amount	Amount	Total
News paper				
High coverage on first page for 3 days	3000	3000	3000	9000
Short time ad for 3 days on 3 rd paper	1500	1500	1500	4500
Magazine				
High level	2000	2000	2000	6000
Low level	500	500	500	1500
Television				
High frequency	4500	4000	4000	12500
Low frequency	2000	2000	2000	6000

Awards

GoAir has won the following awards:

Best Domestic Airline For Excellence in Quality and Efficient Service by Pacific Area Travel Writers Association (2008).

Best Performing Airline by Airbus (2011).



Visit www.goairline.in or call 1800-222-111/09223-222-111





Thank you