

The Association of Aeronautics and
Astronautics of France / Commercial
Aviation Technical Committee
provides
a

FORUM for students

on the theme:

Re-invent the Air Transport

a different proposal from the usual
approaches

answer the: 'WHY?'

rather than the: 'HOW?'



Forum Etudiants Réinventons le transport aérien

**6-7 décembre 2018
Toulouse**



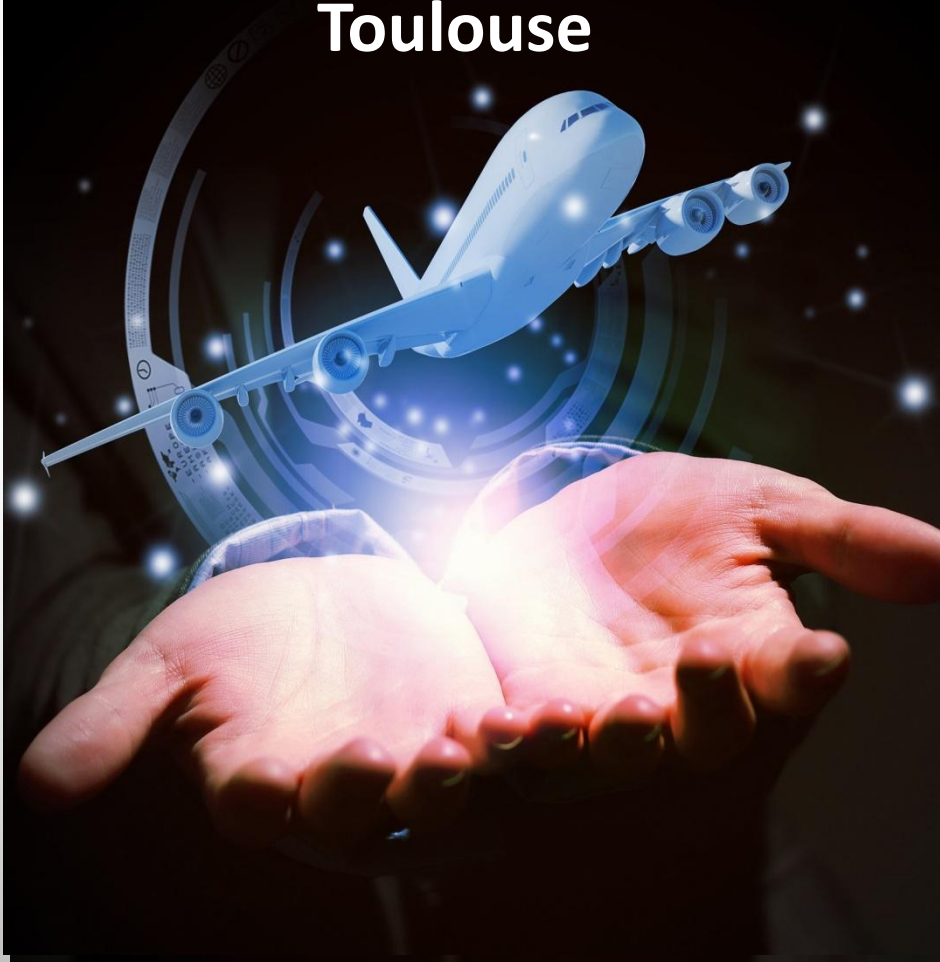
A topical proposed to
TBS students:

***"SHOULD THE AIR
TRANSPORT (A.T)
PLAYERS RE-DEFINE
THEIR BUSINESS
PERIMETER THROUGH A
DIVERSIFICATION OF
THEIR ACTIVITIES ?"***

Think about the role of the Air
Transport in the society and how it
contributes to its development

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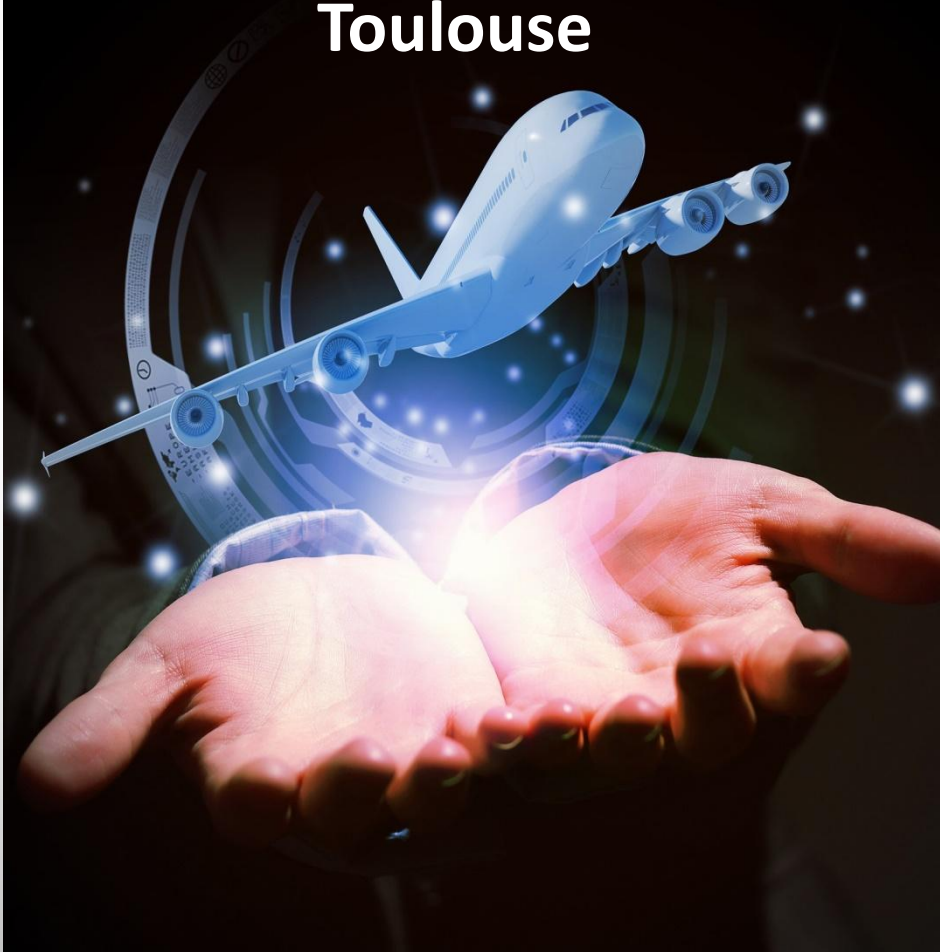
Diversification? Re-Distribution?

YOUR SCOPE

- 1) You will look at the missions/activities of the T.A Players (Airlines, Airports, Leasing Cies, Manufacturers, etc.)
- 2) You are now a Consulting Firm to advise one of them (to be selected, becoming your customer)
- 3) You will advise your customer in its development beyond its usual perimeter through new activities, new business...
- 4) Of course, you will have to justify your recommendations

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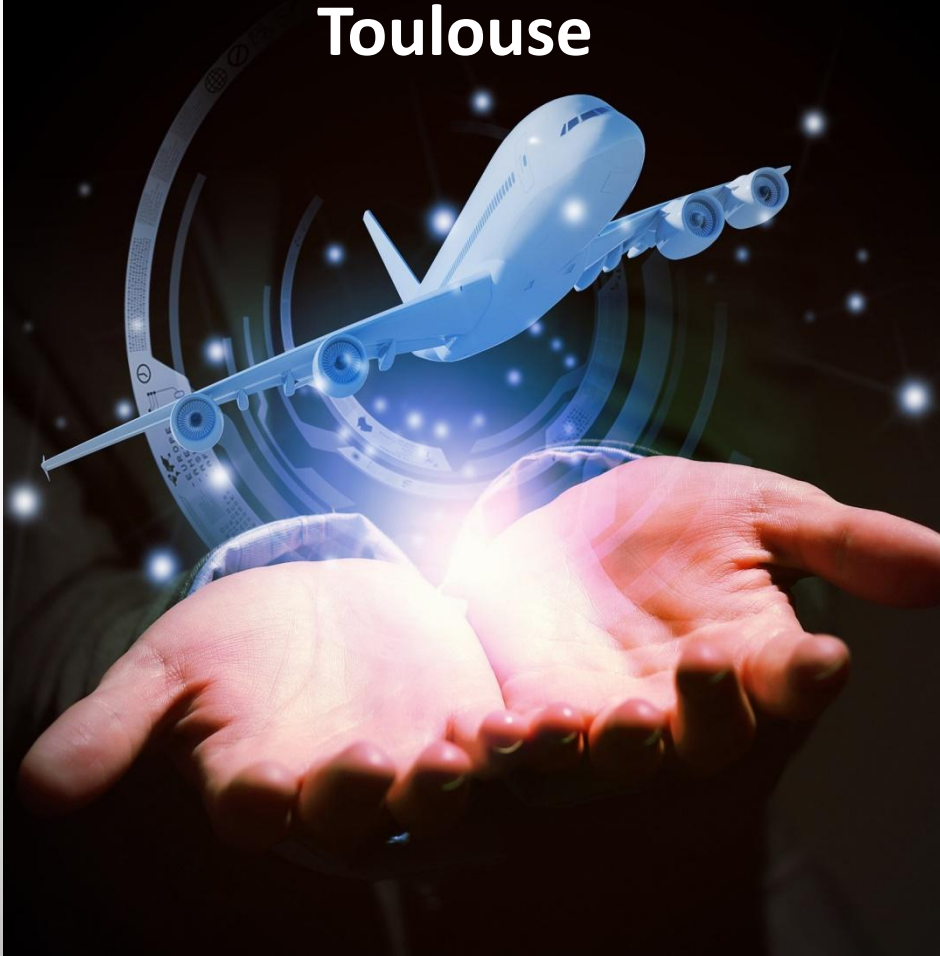
Diversification?
Re-Distribution ?

YOU ARE EXPECTED TO PROVIDE:

- 1) The analysis of the starting point (the current situation: who does what and how ?)**
- 2) The critical analysis of the current situation of your customer sustainability: stable, unstable, uncertain...**
- 3) The analysis of the opportunities available to your customer**
- 4) The presentation of the improved strategic position of your customer (competitiveness, economies of scale, business margins, etc.)**

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A Study!

The team must produce a study and proposals structured around a publishable paper and a presentation in English.

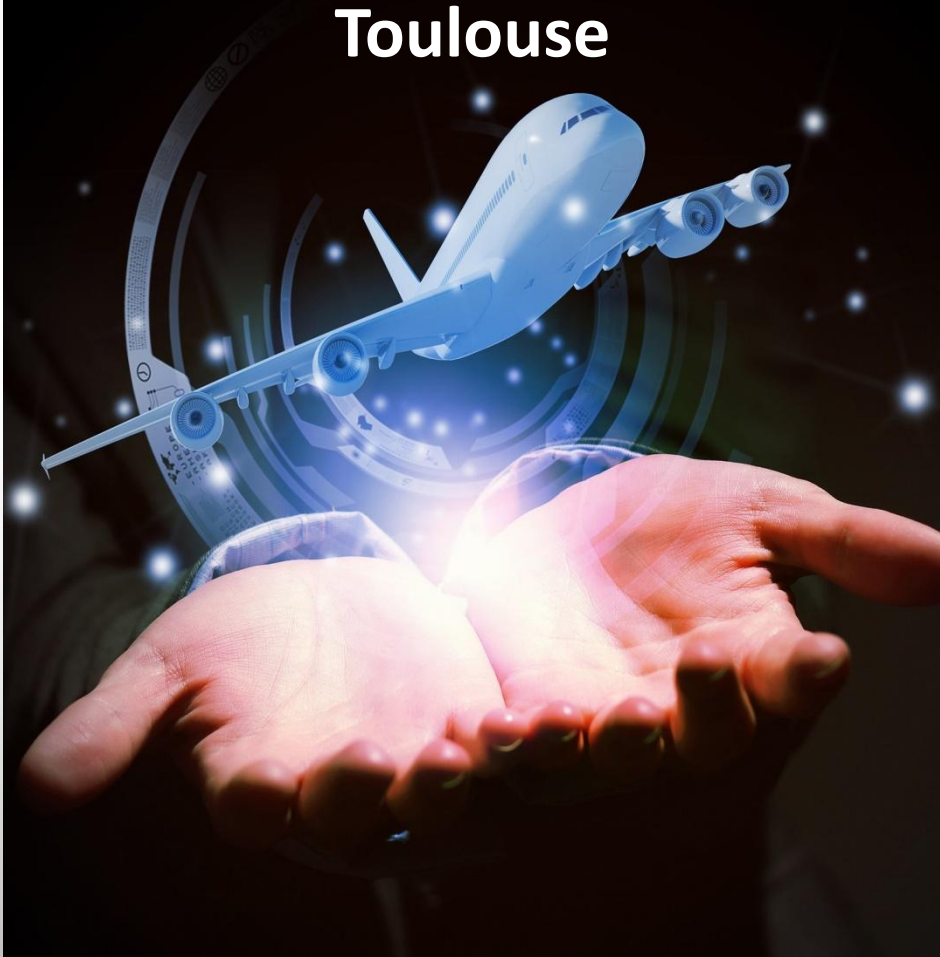
The team will make the oral presentation (in French or English) of its study before the other teams, as well as experts, teachers and the 3AF Technical Committee Commercial Aviation members.

A member of this Commission will be held available to each team as a reference during the preparatory work.

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A strategic analysis

A strategic analysis project to be performed between 24 September and early December (5-6 students).

Participation in the FORUM (Toulouse) and presentations on 6 and 7 December 2018 .

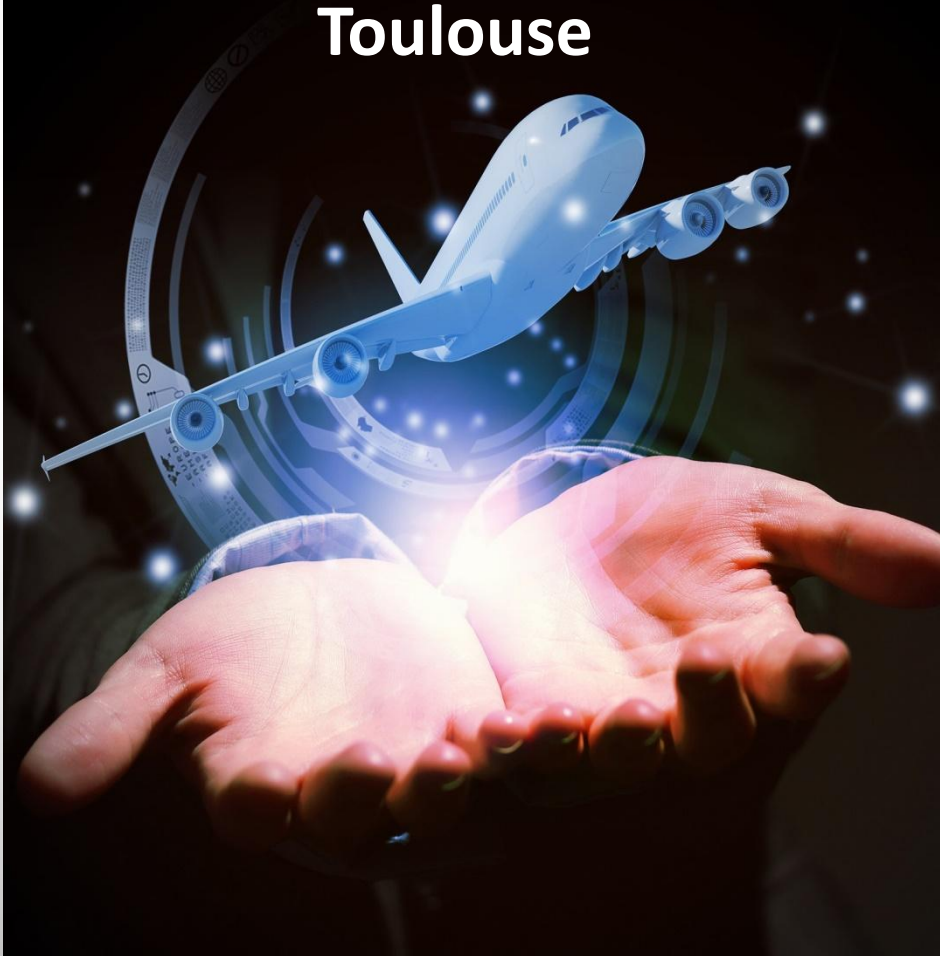
The case for strategic analysis can then also be treated as a picture of an academic research problem.

Publication of the work in the proceedings of the Forum by the 3AF Midi Pyrenees.

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**TO Re-invent
the AIR
TRANSPORT,
share your ideas!**

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