

Boeing Roleplay 2

Please take out your homework

| Aircraft | Seats | Fuel cost (500mi @ \$2.25/gal) | Other Costs* | Total Trip Cost | Cost per Available Seat-Mile |
|------------------|--------------|---|-------------------------|--------------------------------|---|
| Bombardier CS300 | 130 | \$1,811 | \$2,002 | \$3,813 | 5.865¢ |
| Airbus A320NEO | 158 | \$2,048 | \$2,648 | \$4,696 | 5.944¢ |
| Boeing 737-800W | 170 | \$2,430 | \$2,632 | \$5,062 | 5.955¢ |
| Airbus A320 | 158 | \$2,284 | \$2,816 | \$5,100 | 6.455¢ |
| Airbus A319NEO | 131 | \$1,980 | \$2,277 | \$4,257 | 6.498¢ |
| Boeing 737-700W | 129 | \$2,160 | \$2,379 | \$4,539 | 7.036¢ |
| Airbus A319 | 131 | \$2,216 | \$2,405 | \$4,621 | 7.056¢ |
| Boeing 737-300 | 129 | \$2,419 | \$2,551 | \$4,970 | 7.705¢ |
| McD Doug MD-83 | 146 | \$3,116 | \$2,597 | \$5,713 | 7.825¢ |

*Includes maintenance, landing fees, and crew costs
W = with Winglets; **Aircraft sorted by Cost per ASM (CASM)**

The New York Times

Jet Order by American Is a Coup for Boeing's Rival



Questions?

Roles

Role – Aero_ Engineering

Key points of knowledge:

- Re-engining the 737 Max will change the flight characteristics of the plane

Goals:

- Build a 737 max that requires minimal retraining according to FAA standards
- Build a 737 max as quickly as possible

Disincentives

- Any additional training programs can be catastrophic

Role - Software Engineering

Key points of knowledge:

- Can use data from the Angle of Attack (AoA) sensor to modify input feel to the pilot in order to keep flight characteristics feeling the same
- Airbus does this on their aircraft already

Goals:

- The closer the new 737 can be to the old one in terms of use, the better

Disincentives

- Creation of any new systems which would require pilot retraining

Role – Sales Exec

Key points of knowledge:

- Boeing is going to just upgrade the current 737 Max so customers can be confident the amount of extra training is minimal
- Many airlines will need a guarantee of some sort (perhaps a rebate) in order to move forward with any sort of 737 Max purchase

Goals:

- Sell as many 737 Max aircraft as possible.

Disincentives

- Customers are eager to move to our competitor so promise them whatever it takes to prevent them from doing that

Activity 1

You will now have 15 minutes to discuss with each other and complete the following:

- Based upon your **Role Card**, and **Homework** what would you believe your course of action would be given all that you know?
- Document your answer to the above question individually after group discussion.

Activity 2

- Count off into randomized groups
- Document what your group (with various roles and incentives) will decide to do as Boeing Corporation (rather than your individual selves).