



ASSIGNMENT OVERVIEW

You will be required to create a new regional airline in Canada. This airline will require a name, a logo, a hub city and nine domestic destinations. The regional airline will be submitted as a report.

WHAT TO INCLUDE

Students are required to include the following information in their report:



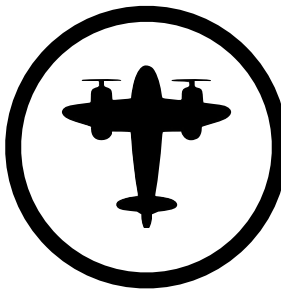
NAME AND LOGO

- Your new airline will require a name and logo as well as a description of the type of service you will offer. Different classes? good or drinks offered?
- **1 PAGE MINIMUM**



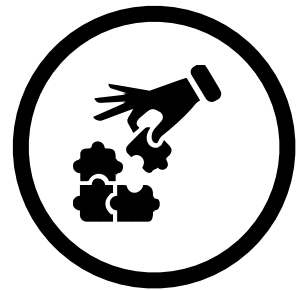
HUB CITY AND NETWORK

- The new regional airline will require a Canadian hub city and a network of nine other domestic destinations. You will need to explain why you chose the hub and the subsequent destinations.
- **1 PAGE MINIMUM**



AIRCRAFT TYPE

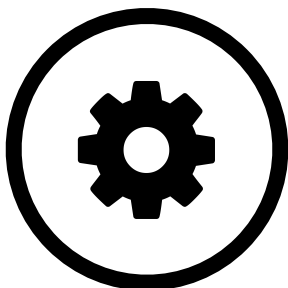
- You will need to research what type of aircraft you will need for your new airline. As a regional carrier you will need to research what other regional carriers use and pick one that fits your needs. You will be required to write out an explanation as to why you chose that aircraft.
- **1 PAGE MINIMUM**



CONCLUSION

- You will need to write a summative conclusion (a brief summary of the report)
- **1-2 PARAGRAPH MINIMUM**

HOW TO DO IT



The assignment should be done in a report format with:

1. Title Page
2. Three Sections for: NAME/LOGO, HUB/NETWORK and AIRCRAFT
3. Conclusion

MUST BE SUBMITTED AS A PDF TO BLACKBOARD

TIPS AND TRICKS

1. Remember this is a REGIONAL AIRLINE, this means you need a major CANADIAN HUB and a network of smaller domestic destinations. Your airline should NOT include US or International destinations.
2. Your best bet is to research other airlines in Canada that fall into the regional category:

Porter Airlines

WestJet Encore

Air Canada Express

Bearskin Airlines

Provincial Airlines

Harbour Air

These airlines can give you a better idea of how a regional airline works and might be able to give you some ideas for the creation of your own. Be sure NOT to copy any of these airlines as that would result in a mark of zero.

3. Follow the guidelines for length. Each page can be double-spaced but submitting a report that falls below the minimum requirements will result in lost marks.
4. Demonstrate your knowledge! If you choose a specific city because it offers better global connections, tell me about it! If you chose a city because of population, I want to know! Explain your decisions to demonstrate your knowledge of course content!
5. Before you submit ensure you have covered all required components.