

Marketing fundamentals

LCBB4004

Assignment one

**Reflection of the blog
Group supporting paper**

Airbus A380



Prepared for Tushara Balendran

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Background - Petya Nedeva

Airbus is a world leader in aerospace technology. The company has a wide range of commercial and defence aircraft, civilian, military and corporate helicopters. Also, Airbus is recognised with the space portfolio. Our company is a global leader in the design and manufactory telecommunications satellites. More than 30 years of Airbus is successful in Earth Observation and innovation.

Reflection

For the group project blog post on Airbus, my part is the background of the company. The project is divided into parts and everyone chooses the part based on personal interest. When we start the project was not easy to organise the teamwork. But with good communication and daily meeting in which everyone has to share the progress, we resolve the organisation problem. For me, this case of study was very interest and help me to understand the modern ways of reaching the target market. This practical assignment was full of learning and a great experience.

Product - Diana Dimova

Airbus is a multinational company that manufactures Aerospace equipment, aircraft for the military and civil aviation industry. The company had developed aircraft that covered every segment of the market except one.

A380s have been delivered to 15 operators : Air France, Asiana, British Airways, China Southern, Emirates, Etihad, Korean Air, Hi Fly (second hand), Lufthansa, Malaysia Airlines, Qantas, Qatar Airways, Singapore Airlines, Thai Airways.(AIRBUS,2019)

The A380 will continue flying, with Airbus support, for decades to come. The A380 with its unique capacity offers an unbeatable economic value proposition to operators on dense routes , especially out of congested airports. Passenger traffic doubles every 15 years. The A380 is perfectly suited for high density routes and can be part of solutions proposed to face traffic growth and airports congestion. A380 is passengers' favourite aircraft. Services continues to support and to introduce operational improvements for the inservice fleet. (AIRBUS,2019)

Reflection

This project was aiming to analyse the product performance of Airbus A380. The team meeting is executed for segregating the work within the project. I have been assigned the role of product analysis after the team meeting. According to the previous reading over the different concept about the different product range the target market of the product are set. A quality experience has been developed while writing the blog spot within my personal behaviour while researching over the changes in the market according to the time changes. The incorporation of the **Kano model** is one of the product development theory which focuses over the requirement of the customer. The satisfaction of the customer is focused in the mentioned theory by differentiating the preference of the customer. The market findings deliver different new leanings which support me during the project. Different challenges arise in the group while executing the project work. We resolve the issues by making the improvement of the personal skill which makes our group strong. Apart from this, the application of the **marketing mix** in the project the specification of the product get clear to us which help us to get the idea of the different changes in the product according to the time.

Price - Aleksandar Nedev

Airbus is top two in the aircraft manufacturing industry and a pioneer in the space, defence and aeronautics industries. The company began with the merge of different aircraft manufacturers. Airbus is based in France and have manufacturing and production facilities in Europe, United States and China. Their main competitor, Boeing, has about 55% market share and Airbus is second in the world in terms of being a manufacturer and provider of aircraft. The company uses price differentiation for their pricing strategy as buyers and competitors influence their price making decisions.

Reflection

This group work was one of the most challenging to this point of my education because I was presented with a lot of new challenges, which I had to overcome in order to successfully complete the task. Research was the main focus for my work. As usual for my persona time management remained one the main concerns when it comes to work-life balance. At times I found myself very frustrated with other group members as well. I was amazed that at this day and age there will be difficulties with communicating with my colleagues. Other than that, once we got on the right track it was pretty much a smooth sailing with a few hiccups. I was able to become a bit more patient with others and not focus so much on the negative aspects of the experience but on the positive ones.

Place - Maria Staneva

Reflection

I used the knowledge of my Marketing course to plan and develop the task. I examined how Airbus accomplished the main principles of marketing – creating value for their customers in order to be able to capture value in return. I also used Mr. Kotler and Mr. Armstrong book *Marketing* in order to present the *Place* as one of the components of the Marketing Mix and follow the Airbus main activities to make the huge jet A380 available to their target customers. I reviewed a number of sources that give information about the way they place their A380 to the customers, the type and character of the customers, the inventory – suppliers, the channels of distribution and competition.

Promotion - Viktoria Adalbertova

Reflection

I have acquired several knowledge and skills in the case of creating a blog. I have achieved knowledge about promotional strategies of Airbus. Along with this, I have gained several ideas which are processed by a marketer. During creating this blog, I have acquired an idea of Airbus and its products and services. In addition, this blog helps me to gain knowledge about business functions of Airbus A380. Moreover, it has helped me to improve my skills for working in a team. In this way, my communication skills have been also improved that can be beneficial for me in professional and personal growth. On the other side, I have faced several challenges while creating the blog. Initially, I have faced difficulties in the case of creating a blog due to lack of understanding.

In this context, I have considered Gibb's reflective cycle model for understanding the situation and experiences in the case of creating the blog. In addition, with the help of reflective cycle, I have been able to evaluate the situation and take proper action that helps me to overcome my weaknesses (Bassot, 2015). However, teamwork is beneficial for me to overcome those difficulties. Along with this, time management is another issue, which I have faced in the case of writing the blog. I think that making a good approach to nullify the issues that I have faced in this process will help in making a stronger group that will focus primly on the aspects of activity management and making proper kind of contribution to my betterment.

Reference list

Diana Dimova

AIRBUS,(2019),A380 Cabin Available at : <https://www.airbus.com/newsroom/key-documents.html>. Accessed on 15.11.2019

Viktoria Adalbertova

Bassot, B., 2015. The reflective practice guide: An interdisciplinary approach to critical reflection. Routledge.