

## LEVEL 7 ASSESSMENT SPECIFICATION

|                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                      |                                 |
|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------|---------------------------------|
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| Academic honesty / referencing: | <p>Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.</p>                                                                                                                                                                                                                                 |                                                      |                                 |

UWTSD MBA (Nov 2018 intake)  
SBMA7133 Managerial Economics

Assignment Title:  
Price Discrimination Strategy by EGL Holdings Company Limited:  
An integrative case study

“I, WONG, Si Ming Kyle and student number 1812211,  
certify this work is the result of my own investigations,  
except where otherwise stated. All references have been  
duly cited”

Signed:



Date: March 1, 2019

## **Case Synopsis**

This case study of EGL Holdings Company Limited is to discuss and evaluate the different types of price discrimination used by travel agents in Hong Kong. With the main focus is on the pricing of tour travel package and self-guided trip to Osaka, the author has made extensive and intensive observations of price differences to different customers offered by the company during the period from March 1<sup>st</sup> to April 30<sup>th</sup> in 2019 including the peak season near statutory Easter holiday in 2019.

Research findings show that price discrimination is widely used by the travel agent. However, as it is an oligopoly market structure, there are still some limitations to apply all degrees of price discrimination properly. The author also provides some recommendation on these issues.

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# **1 Introduction**

Price discrimination is the practice of charging variety prices for the same services or products in the different markets in order to profit maximization.

The purpose of the case study of EGL Holdings Company Limited is to discuss and evaluate the different types of price discrimination used by the travel agents in Hong Kong. The scope of research covers the tour packaged and self-guided trip to Osaka during the period from March 1st to April 30th in 2019 and how the price discrimination can be applied effectively during the peak season near statutory Easter holiday to achieve profit.

To do this, the author examined the company's strategic and technique to generate information regarding historic consumer consumption pattern, travel history, willingness to pay, and elasticity of demand in order to understand the its decision making background for making price discrimination strategy.

The data and information to facilitate the study are collected by using document review and observation methods. In addition, related information was extracted from company public news, annual report, journals, newspapers, government census & statistics department and on the Internet.

In this case study, objectives and research questions will be drawn for analysis and discussion. Will the price discrimination can be applied effectively to achieve the goal of profit maximization by using different degree. Finally, author will come to conclusion and recommendation to the problem.

## **1.1 The company's service portfolio**

EGL Holdings Company Limited was incorporated in Hong Kong in 1987, it is a public listed company (stock number 06882) Travel Agent Company specialize in Japan touring services. It offers a variety of travel services including tour package, air ticket booking, hotel booking, self-guided trip, and overseas student study program etc. The Japan tour package service is the firm core business with revenue at HKD \$ 972,115,000 out of the total revenue of HKD \$ 1,457,902,000 in 2017. It occupied almost 49% of the total revenue (EGL Holdings Company Limited, 2017).

The travel agent business is in an oligopoly market structure because it requires significant capital, high barriers to entry and registration requirement in the Hong Kong market (Travel Agents Registry, 2017). The tour travel services is non-homogeneous product and not easy to compare with other providers in the industry because the nature of its design and different services combination. In addition to touring service, the firm has operated first local accommodation service of the first hotel at Osaka, Japan in 2017 and its aim is to provide one-stop service by vertical integration.

According to the Consumption Trend Survey for Foreigners Visiting Japan in 2016 from Japan Tourism Agency's (2016), the survey shows that Osaka has the highest visit rate from Hong Kong leisure visitors and it would be perfect to apply the price strategy to achieve profit maximization of the tour package and self-guided trip.

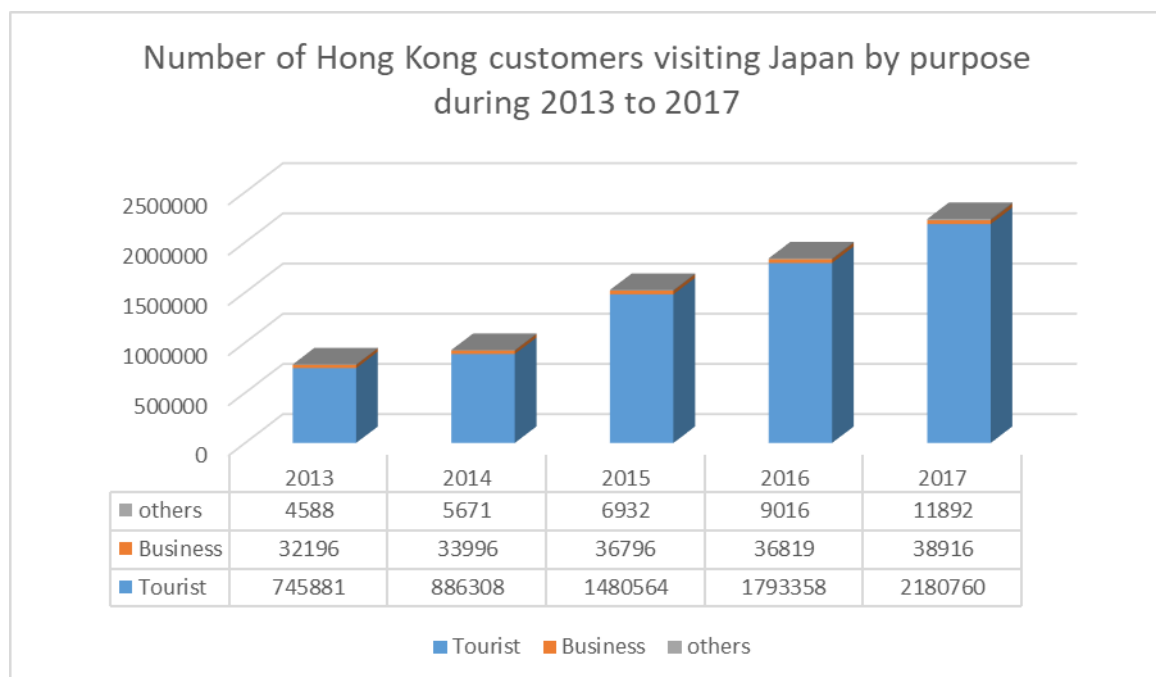
## 1.2 The market for this service

Japan is one of the popular travel destinations in Asia, it is well known of friendly culture, delicate food cuisine, low crime rate and beautiful season scenery.

According to Japan National Tourism Organization (2017), the number of foreign customers visiting Japan by nationality / purpose statistical data in 2017, there are 2,231,568 leisure visitors visited to Japan from Hong Kong and 2,180,760 of them are tourist visitors. The leisure visitors contain almost 97%.

The number of tourist visitors from Hong Kong to Japan have been on fast growth for the past 5 years and has been increased almost three time. The original statistic data from Japan National Tourism Organization contains from 2004 to 2017 in data sheet format, only the 2013 to 2017 has been extracted and displayed in Figure 1 (Figure 1 is drawn by Kyle Wong)

Figure 1 - Number of Hong Kong visitor visiting Japan by purpose



Sources: Japan National Tourism Organization, Number of foreign customers visiting Japan by nationality / purpose (2004 - 2017) [https://www.jnto.go.jp/jpn/statistics/tourists\\_2017df.pdf](https://www.jnto.go.jp/jpn/statistics/tourists_2017df.pdf)

In Hong Kong, there are 1737 local travel agents (Travel Agents Registry, 2017) and other overseas travel agents who also offer Japan travel touring package which can be enrolled on the internet site directly. The Hong Kong local travel agents usually has a convenient in-store location in the city and provide face-to-face customer services. The other overseas travel agents offer travel touring services with wider tour selections including Japan and other worldwide tour destinations.

As shown on Table 1, the firm shows the Japan tour package is the main core business with highest revenue among non-Japan package and Self-guide trip. Actually, it has built up good reputation in the market as it provides unique custom travel package, especially Japan tour package. Therefore, the main income is mostly for Japan tour package.

Self-guided is another major business segments income.

Table 1 - The Different business segments Gross profit - Six months ended 30 June 2018

| Business segments                                         | Revenue<br>HKD | Gross profit<br>HKD | Gross profit margin % |
|-----------------------------------------------------------|----------------|---------------------|-----------------------|
| Japan tour package                                        | 478,112,000    | 64,057,000          | 13.4                  |
| Non- Japan<br>package                                     | 251,278,000    | 25,079,000          | 10.0                  |
| Self-guided trip &<br>ancillary travel<br>related service | 112,794,000    | 39,391,000          | 34.9                  |

Source: EGL Holdings Company Limited, 2018 interim report

Note: Ancillary travel related products mainly includes sale of air tickets, public transportation tickets, hotel accommodation, events & theme park ticket, travel insurance.

## **2 Case study design and planning**

### **2.1 Objectives and research questions**

To investigate whether EGL Holdings Company Limited can maximize the profit by using price discrimination strategic in different price elasticity, quantity demand, season as well as consumer groups.

As this travel agents are oligopoly market structure, they must face very huge fixed costs and very low marginal costs. The most two major variable costs are air tickets and hotel costs which are controlled by suppliers. If no price discrimination is applied, they may be unable to survive in this circumstance. Therefore, charging different price to different consumer groups and quantities in different time are the most common strategy in oligopoly industry.

There are three types of price discrimination – First degree, second degree & third degree. In order to achieve the goals effectively, the company should try to apply all three types for their goods and service.

### **2.2 Data collection method**

The data collection method used in this case study is qualitative research which provides information to find the answer how and why things have happened.

Throughout the secondary data including company public news, annual report, journals, newspapers, government census & statistics department and other information on internet web site, it really help us figure out the analysis to the research question here.

## 2.3 Data analysis method

By collecting these below data for analysis, these are very helpful and meaningful to summarize as final conclusion.

- a. The Consumption Trend Survey for Foreigners Visiting Japan in 2016 from Japan Tourism Agency's (2016)

The highest Hong Kong visitor rate to Osaka showing the reason of the important price strategic applied to both the tour package and self-guided trip.

- b. Table 1 – The Tour package fee to Osaka Japan during March and April in 2019

It shows the price discriminations clearly to achieve the profit maximization at different travel time

- c. Figure 1 - Number of visitors from Hong Kong to Japan in the past five years

It shows the number of different purpose of the visitors travelling to Japan in the past five years and the history trend.

- d. Table 3 - Air ticket price Hong Kong to Osaka return air ticket prices: A comparison between 1 Adult & 1 Child and 5 Adult & 5 Child during April 18 to 22, 2019

The percentage of air ticket price charged for an increased quantity is much higher to achieve profit.

- e. Table 4 - Hotel prices in Osaka: A comparison between 1 Adult & 1 Child and 5 Adult & 5 Child during April 18 to 22, 2019

It indicates clearly the prices will be affected by the Quantity Demanded

f. EGL Holdings Company Limited – 2017 Annual Report and 2018 Interim Report

It shows the operations, product service, financial performance and future plan of EGL Holdings Company Limited.

### 3 Analysis and discussion

#### 3.1 The price discrimination technique used by the company

##### 3.1.2 The Tour Package

The 5-day Osaka Japan tour package price can be varies from HKD \$6,999 to 11,799 during March to April 2019. The price difference is significant depended on the departure and return day shown in Table 2. (The 5 day Osaka Japan tour itinerary is attached at Appendix A)

During March 1 to 8, the adult tour package price is the lowest price of HKD \$6,999; during March 9 to 24 the adult price will be raised to HKD \$7,199; during March 25 to 27 the adult price will be raised it again to HKD \$8,399. Finally, the adult price will be the highest price is HKD \$ 11,799 in April. It is because of the law of demand (Samuelson W. and Marks S. 2012), the demand curve is expanding when price is falling and the demand is contracting when price is rising.

The age for the adult is 12 years old & above and the age for children is 2 to 11 years. The children tour package price will be HKD \$1,000 less than the adult fee.

Table 2 - The Tour package fee to Osaka Japan during March and April in 2019

| Departure Date | Price per adult (HKD) |
|----------------|-----------------------|
| March 1 to 7   | \$6,999               |
| March 9 to 24  | \$7,199               |
| March 25 to 27 | \$8,399               |
| April 19       | \$11,799              |
| April 20       | \$11,399              |
| April 21       | \$11,199              |

Sources: Appendix B – The Tour package fee to Osaka Japan during March and April in 2019

The difference in tour package price offered by the company is obviously due to no statutory holidays in March but there are statutory holidays of Ching Ming Festival and Easter holiday in April. The Easter statutory holiday is on Friday, April 19 and the following Monday is on April 22. It would be a higher demand for people or family to enjoy a short day trip without

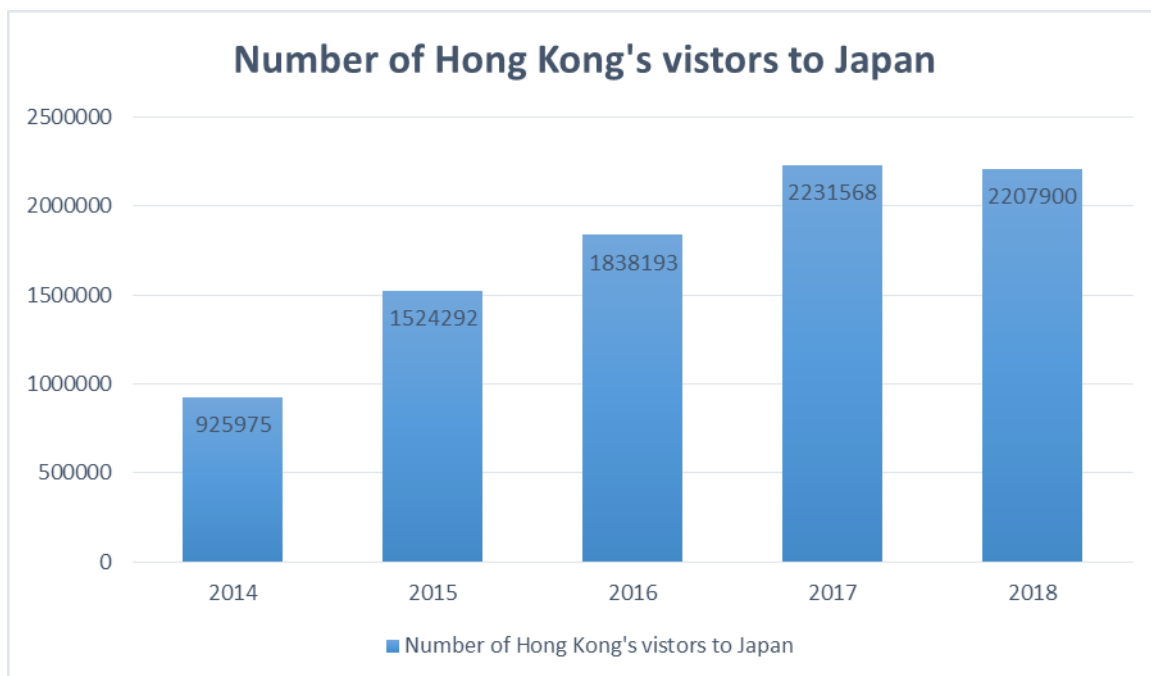
scarified any annual leave at work or school.

The Osaka 5 day tour package can be purchased directly at the company online security web site by credit and debit cards. The minimum enrollment is one adult and the maximum enrollment is 10 persons including Adult and Children and the pre-set value not be able to input exceed 5 adults and 5 children for each order.

### 3.1.3 The self-guided trip

The self-guided trip is an independent travel without a local tour guide and consumer can purchase the air ticket together with hotel at the firm internet web site. According to the Consumption Trend Survey for Foreigners Visiting Japan in 2016 from Japan Tourism Agency's (2016), the Osaka is the number 1 popular leisure travel destination for Hong Kong people and also the original statistic data from Japan National Tourism Organization show that the number of foreign visitors from Hong Kong to Japan have been on a steadily growth for the past 5 years as well (Figure 2). The original data contains from 2003 to 2019 in data sheet format, only the 2014 to 2018 has been extracted and displayed in Figure 2. (Chart drawn by Kyle Wong)

Figure 2 - Number of visitors from Hong Kong to Japan in the past five years



Sources: Japan National Tourism Organization, Nationality / Monthly visits to foreign customer (2003 -2019), [https://www.jnto.go.jp/jpn/statistics/since2003\\_visitor\\_arrivals.pdf](https://www.jnto.go.jp/jpn/statistics/since2003_visitor_arrivals.pdf)

Table 3 is scheduled on the same travel date and sightseeing schedule as the tour package tour with 2 Adults enrollment during April 18 to 22, 2019. All applicable sales taxes are not included and all meal prices are an estimated figure shown in blue color.

Table 3 - Price setting for Self-guided Osaka trip: April 18-22, 2019

(HKD)

| Date           | Activities                                           | breakfast    | Lunch         | Dinner              | Air ticket | Hotel   | Event ticket & Local transportation | Sub Total     |
|----------------|------------------------------------------------------|--------------|---------------|---------------------|------------|---------|-------------------------------------|---------------|
| April 18, 2019 | Hong Kong to Osaka                                   | Not included | airplane meal | Buffet est. \$450x2 | \$5000 x2  | \$1,752 | None<br>\$200 x2                    | \$12,152      |
| April 19, 2019 | Taiji-cho Whale Museum                               | Est. \$100x2 | Est. \$200x2  | Est. \$400x2        | None       | \$1,752 | \$92 x2<br>\$150 x2                 | \$3,636       |
| April 20, 2019 | Wakayama train ticket                                | Est. \$100x2 | Est. \$200x2  | Est. \$400x2        | None       | \$1,752 | \$29x2<br>\$150x2                   | \$3,510       |
| April 21, 2019 | Universal studio                                     | Est. \$100x2 | Est. \$200x2  | Est. \$400x2        | None       | \$1,752 | Not included<br>\$150x2             | \$3,452       |
| April 22, 2019 | Kofuku-ji Temple<br><br>Shopping, Osaka to Hong Kong | Est. \$100x2 | Est. \$200x2  | airplane meal       | None       | None    | \$50x2<br><br>\$200x2               | \$1,100       |
|                |                                                      |              |               |                     |            |         | Total price for 2 person            | <b>23,850</b> |

Sources:

Hotel fee is from Appendix C – The different air ticket fee to Osaka between an adult & a child and 5 adults & 5 children during April 18 to 22, 2019

Air ticket fee is from Appendix D - The different hotel fee at Osaka 1 room vs 4 rooms during April 18 to 22, 2019

### 3.1.3.1 Air ticket

Table 3 shows the analysis of different air ticket costs for different number of passengers. The same departure & return date have been selected same as the tour package. The maximum input number of passenger is 10 people and same as tour package, 5 Adults plus 5 Children. (The different air ticket fee to Osaka between an adult & a child and 5 adults & 5 children during April 18 to 22, 2019 is attached at Appendix C)

The second price discrimination has been applied to this case. There are limited for the cheapest-priced ticket available for each travel agent. In this case, the more tickets you purchase at same reservation, higher price will be charged.

Baumol and Swanson (2003) found that firm likes airline industry firm which can only survive if the implement price discrimination is applied and not be able to earn the competitive profit by offering lowest price to compete. It is because they have significant sunk cost or fixed cost, high barrier to enter & exit the market and different consumer patterns of demand.

According to Gillen (2002) meta-study conducted in 2002, he has review 18 published research and summarized 192 different estimates. He determined that the overall long-haul & short-haul median own price elasticity of air travel is -1.1 and the short-haul leisure own price elasticity is between -1.743 to -1.288 and the median is 1.52. We can then summarize that the short-haul Japan air ticket price elasticity median is 1.52 which is considered as an elastic demand and relatively sensitive to price changes and the firm understands the increase of the revenue by lowing the price and vice versa (Samuelson W. and Marks S. (2012).

The study is also shown that the long-haul international business market segment is the less elastic when comparing with the most elastic short short-haul leisure market segment. The reason is that there are very few substantial of the transportation due to the cost and time.

As shown Table 4 the prices for both adult and child are same here, the travel agency understand Japan is one the most popular country for the family's visit. Also, refer to Figure 1, it shows the tourist rate occupies the most of visitors. They trust all parent are willing to spend these costs for their children even there is no discount.

Table 4 - Air ticket price Hong Kong to Osaka return air ticket prices: A comparison between 1 Adult & 1 Child and 5 Adult & 5 Child during April 18 to 22, 2019

| Number of people     | Departure City | Destination  | Flight details / Flight number      | Price per person ( HKD ) | Total (HKD) | Δ Price in percentage |
|----------------------|----------------|--------------|-------------------------------------|--------------------------|-------------|-----------------------|
| 1 Adult & 1 Child    | Hong Kong      | Osaka, Japan | Hong Kong Express Airways<br>UO 898 | \$ 5,000<br>\$ 5,000     | \$10,000    | 36 %                  |
| 5 Adult & 5 Children | Hong Kong      | Osaka, Japan | Hong Kong Express Airways<br>UO 898 | \$ 6,530<br>\$ 6,530     | \$13,060    |                       |

Sources: Appendix C – The different air ticket fee to Osaka between an adult & a child and 5 adults & 5 children during April 18 to 22, 2019

### 3.1.3.2 Hotel

Here are the different hotel costs for different number of people during April 18 to 22, 2019

The selected hotel is Vischio Osaka by Granvia Hotel and it is one of favorite hotels listed on the Tour Package, located in the city north side, next to Osaka's shopping center and around 15 minutes walking distance away from the Osaka train station. (The different hotel fee at Osaka 1 room vs 4 rooms during April 18 to 22, 2019 is attached at Appendix D)

Since each room can be accommodated 2 persons, therefore, 5 room will be required to accommodate 10 persons. The room fee per night per person is slightly less expensive when booking 5 rooms at single order for the below cases.

Refer to table 4, there is no big difference in prices between these 2 groups of people. The reason is that there are a wide range of accommodation options except hotel, such as youth hostels, guesthouses, service apartment and motel. These can be widely available in Japan, depending on preference and budget. Therefore, these accommodation costs may not incur

any effect on the prices accordingly.

Table 4 - Hotel prices in Osaka, a comparison between 1 Adult & 1 Child and 5 Adult & 5 Child during April 18 to 22, 2019

| Number of people     | Location     | Hotel Name                     | Price per room<br>HKD | Number of room | Total ( 4 night)<br>HKD | Average per night per person<br>HKD |
|----------------------|--------------|--------------------------------|-----------------------|----------------|-------------------------|-------------------------------------|
| 1 Adult & 1 Child    | Osaka, Japan | Hotel Vischio Osaka by Granvia | \$1,752               | 1              | \$7,008                 | \$876                               |
| 5 Adult & 5 Children | Osaka, Japan | Hotel Vischio Osaka by Granvia | \$1,742               | 5              | \$8,710                 | \$871                               |

Sources: Appendix C – The different air ticket fee to Osaka between an adult & a child and 5 adults & 5 children during April 18 to 22, 2019

### **3.2 An evaluation of the price discrimination technique used by the company**

As per research, EGL Holdings Company Limited has applied both second and third degree of price discriminations on both tour package and self-guided trip in order to maximize the profit especially during the peak time of statutory holiday (Baye, 2009; Elegido, 2011).

The evaluation of each service type is discussed in the following sections:

#### **3.2.1 Tour package**

1. EGL Holdings Company Limited offers discounted prices for the children that will be more attractive while the parents make decision for their family trip easily.
2. Prices will be subject to different season for the same package. The tour packages will be charged higher during peak season as they know that the quantity demand is extremely higher. They really can take advantage to earn profit during this time without considering whether the consumer would concern of the prices as they would like to spend time on travelling with family during the holiday rather than the weekdays. The adult and the children can seldom take leaves for travelling during weekdays. Therefore, this is the best time to maximum profit because the price elasticity is inelastic.
3. As there will be higher surcharge for any changes or cancellation incurred for consumers once the payment made. Consumer may not proceed any changes then. Also, it is very difficult to resell or arbitrated the tour package at a higher price in an inelastic market. This really can protect the travel agency for stable income.
4. EGL Holdings Company Limited has certain degree of monopoly power because she has been in traveling business over 30 years and establishing good reputation for Japan Tour package. The package is relatively competitive compared to self-guided trip (e.g. 2 persons costing HKD \$ 23,598 (\$11,799 per person) which is almost same price as the self-guided trip (2 persons costing around HKD \$23,850). It therefore will attract most family to join the tour package as this will include most costs like

accommodation, transportation, meals cost as well. Consumer will save both time and extra costs while they need to pay at their own cost for their self-guided trip.

5. This firm can benefit from the economics of scale because the tour package can be custom-made with different prices by offering different design of the tour. With different prices offered to client, it can organize more different kinds of tours by spreading out the fixed cost and make more efficiency.

### 3.2.2 - Self-guided trip

The self-guided trip contains the air ticket and hotel

#### 3.2.2.1 - Air ticket

1. As per Table 4, it showed the more number of air tickets you purchase at one reservation, the higher prices you have to pay. The price will be 36 % higher for 10 tickets compared to 2 tickets as we can see the second degree price discrimination has been applied here. (Baye 2009; Stole 2007). Therefore, profit maximizing can be achieved because demand is inelastic
2. As the demand is inelastic, there are larger consumer surplus because some consumers are willing to pay for a higher price

#### 3.2.2.2 - Hotel

1. With wider range of accommodation for choices like motel, youth hostel and service apartment etc., consumers may not choose hotel as one of their accommodation upon their budget or preferences. In addition, there is limited degree monopoly power by the travel agent, almost no price discrimination can be applied and the price will be depended on the supplier.
2. The customer may purchase additional travel insurance along with the self-guided trip and receive 10 percent off for the travel insurance. This product bundling is not

considered as price discrimination degree because they are not the same type of products. This pricing strategies for extracting surplus from customer is called commodity bundling (Baye 2009)

## **4 Conclusion and recommendation**

### **4.1 Conclusion**

As a conclusion, EGL Holding Company has been operating in the leisure travel service for more than 30 years and it fully understands this tour industry very well.

Actually, it can mostly achieve the profit maximizing by using the second and third degrees of the price discriminations in different quantity demand, season as well as consumer groups.

The second and third degrees of price discrimination have been applied effectively because the firm has the market power, separate market segment, age restrictions and different travel time (Baye 2009; Stole 2007).

As per research, only first degree of price discrimination (Baye 2009; Stole 2007) can't be found because it can't charge the maximum price for tour package and self-guided trip to capture all consumer surplus. By increasing these costs, it will lead to less competitive among those competitors in the market and impact the revenue.

## **4.2 Recommendation**

As the most problem is the hotel which the cost is totally out of control. EGL Holding Company Ltd has been with extensive experience of Japan tour for 3 decades already and has already operated first hotel at Osaka in 2017. Actually, it may expand the accommodation business by running more different kind of accommodation not limited to hotel, but also feature hotel and apartment in order to provide one-stop service and wider range of choices by offering comparative prices to consumers. This also benefit to this business as well as it can cooperate with other travel agency and other investors as well.

By offering early bird for the tour package is another benefit to give consumers to spread out the costs of travels. Some consumers prefer well planning for their trips because most locations have a travel season. With early bird offered will let them to take advantage of this best deals. This can help increase the revenue for the company and arrange the resources more efficiency. Costs can be bargained with suppliers easily with purchase in advance.

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## Appendix A – The Osaka Japan 5 day tour package itinerary

The appendices are extracted from the EGL Holdings Company Limited and available in Chinese only.

### 行程安排

| 天數                  | 精彩行程                                                                              | 早餐 | 午餐                    | 晚餐                        | 住宿酒店                                                                      |
|---------------------|-----------------------------------------------------------------------------------|----|-----------------------|---------------------------|---------------------------------------------------------------------------|
|                     | 即日開始之團體適用                                                                         |    |                       |                           |                                                                           |
| 1                   | 香港>直航大阪>和歌山>享用溫泉                                                                  |    | 航機上<br>(備註F,G)        | 和風料理<br>或自助餐              | 和歌山南部RESORTS,白濱SEAMORE<br>或古賀之井度假露天溫泉酒店<br>(備註2)                          |
| 2                   | 太地鯨魚博物館觀賞海豚及鯨魚表演及餵飼海豚或鯨魚(備註1)>三段壁展望台>三段壁洞窟>千疊敷>串本海中公園>海龜館>海中展望塔                   | ✓  | ✓                     | 和風料理<br>或自助餐              | 白濱SEAMORE、和歌山南部 或<br>串本RESORTS露天溫泉酒店<br>(備註2)                             |
| 3                   | 日本庭園酒藏(備註3)>和歌山貓車站(乘坐特色小火車)>著名黑潮市場(備註5)>大阪難波購物(即心齋橋之頭端)>0101百貨店5%優惠券>難波PARKS CITY | ✓  | 日式料理                  | 鐵板燒或<br>特色網燒<br>或<br>和風小鍋 | 尼崎VISCHIO,神戶博,<br>皇宮宮殿,皇冠華都,OKURA,<br>大阪第一,難波御宿,華都,VISCHIO<br>或逸之彩酒店(備註H) |
| 4                   | 日本環球影城 或 自由活動                                                                     | ✓  | ~                     | ~<br>(備註3)                | (連續兩晚入住同一酒店<br>享受旅遊舒適樂趣)                                                  |
| 5 (CX專用)            | 奈良興福寺五重塔>猿澤池靚景>RINKU TOWN購物城自由購物(備註4)>機場>香港                                       | ✓  | 奈良<br>壽司體驗<br>(備註F,G) | 航機上                       |                                                                           |
| 5 (HX專用)<br>JOKG05H | RINKU TOWN購物城自由購物(備註4)>機場>香港                                                      | ✓  | ~                     | 航機上                       |                                                                           |

### 交通資料

國泰/香港航空直航往返(日本時間快香港1小時)

| 目的地                     | 航班                    | 時間                                       |
|-------------------------|-----------------------|------------------------------------------|
| 第一天<br>香港>大阪<br>(備註F)   | CX596/506/562/594/568 | 上午07:50至11:40左右起飛<br>抵大阪為下午12:15至16:50左右 |
| 第一天<br>香港>大阪<br>(備註G)   | CX566/2512/<br>2502   | 凌晨0150至02:45左右起飛<br>抵大阪為早上06:20至07:15左右  |
| 第一天<br>香港>大阪<br>(備註H)   | HX618/632<br>(備註H)    | 上午11:30至12:50左右起飛<br>抵大阪為下午15:50至18:05左右 |
| 第五天<br>大阪>香港<br>(備註E)   | CX507/569/561/595     | 當地下午18:00至19:20左右起飛<br>抵港晚上21:35至22:55左右 |
| 第五天<br>大阪>香港<br>(備註E,G) | CX2513/2503           | 當地下午22:15左右起飛<br>抵港第六日凌晨01:40左右          |
| 第五天<br>大阪>香港<br>(備註H)   | HX619/633<br>(備註H)    | 當地下午16:50至18:30左右起飛<br>抵港晚上20:15至22:20左右 |

## Appendix B – The Tour package fee to Osaka Japan during March & April in 2019

The appendices are extracted from the EGL Holdings Company Limited and available in Chinese only.



 網上付款
  電郵查詢
  3692 0888 報名中心
  3692 0618 郵輪中心
  WhatsApp
  2019 e-shop 優網店
  2019 FAVORITES

香港聯合交易所上市 股份代號0882

旅行團 自由行 機票/酒店 一天遊 包車遊/自駕 門票/火車 郵輪 跳出校園 獨立組團 日本當地遊 主題旅遊

JOKG05 | 行程(PDF) | PDF 價目表 | 聯絡電話查詢及報名中心

日本環球影城®、壽司開心體驗、和歌山5天

出發日期：2月21-23、27、28、3月1-27、4月18-21日

**\$6899+**



大阪難波購物(即心齋橋之頭端)

網上訂購，請於日曆選擇出發日期

| March 2019   |              |              |              |              |              |              |
|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| sun          | mon          | tue          | wed          | thu          | fri          | sat          |
|              |              |              |              |              | 1<br>\$6999  | 2<br>\$6999  |
| 3<br>\$6999  | 4<br>\$6999  | 5<br>\$6999  | 6<br>\$6999  | 7<br>\$6999  | 8<br>\$6999  | 9<br>\$7199  |
| 10<br>\$7199 | 11<br>\$7199 | 12<br>\$7199 | 13<br>\$7199 | 14<br>\$7199 | 15<br>\$7199 | 16<br>\$7199 |
| 17<br>\$7199 | 18<br>\$7199 | 19<br>\$7199 | 20<br>\$7199 | 21<br>\$7199 | 22<br>\$7199 | 23<br>\$7199 |
| 24<br>\$7199 | 25<br>\$8399 | 26<br>\$8399 | 27<br>\$8399 | 28           | 29           | 30           |
| 31           |              |              |              |              |              |              |

剩餘少量名額
 快將成團
 已成團



 網上付款
  電郵查詢
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  3692 0618 郵輪中心
  WhatsApp
  2019 e-shop 優網店
  2019 FAVORITES

香港聯合交易所上市 股份代號0882

旅行團 自由行 機票/酒店 一天遊 包車遊/自駕 門票/火車 郵輪 跳出校園 獨立組團 日本當地遊 主題旅遊

JOKG05 | 行程(PDF) | PDF 價目表 | 聯絡電話查詢及報名中心

日本環球影城®、壽司開心體驗、和歌山5天

出發日期：2月21-23、27、28、3月1-27、4月18-21日

**\$6899+**



日本環球影城®

網上訂購，請於日曆選擇出發日期

| April 2019    |     |     |     |               |               |               |
|---------------|-----|-----|-----|---------------|---------------|---------------|
| sun           | mon | tue | wed | thu           | fri           | sat           |
|               | 1   | 2   | 3   | 4             | 5             | 6             |
| 7             | 8   | 9   | 10  | 11            | 12            | 13            |
| 14            | 15  | 16  | 17  | 18<br>\$11799 | 19<br>\$11799 | 20<br>\$11399 |
| 21<br>\$11199 | 22  | 23  | 24  | 25            | 26            | 27            |
| 28            | 29  | 30  |     |               |               |               |

## Appendix C – The different air ticket fee to Osaka between an adult & a child and 5 adults & 5 children during April 18 to 22, 2019

**Egl tours 東亞旅遊**

網上付款 電郵查詢 3692 0888 報名中心 3692 0618 郵輪中心 +852 6688 0086 (旅行團) +852 6688 6609 (自由行) WhatsApp e-shop 2019 優惠店 20190402 tripadvisor

旅行團 自由行 機票/酒店 一天遊 包車遊/自駕 門票/火車 郵輪 跳出家園 獨立組團 日本當地遊 主題旅遊 LOVE'S ON

機票 自駕遊 包車遊 專車接送 火車/巴士 奧運門票 一天遊/特色團 電話話

香港 2019-04-18 大阪 2019-04-22 所有航空公司 經濟艙 1 成人 1 小童 更改 返回首頁

**篩選**

直航 / 中轉  
☒ 直航 HKD 3,290 起  
☐ 中轉/轉站 HKD 1,440 起

航空公司  
☐ 中國國際航空 HKD 1,440 起  
☐ 香港航空 HKD 3,290 起  
☐ 澳洲航空 HKD 3,410 起  
☐ 中華航空 HKD 3,940 起  
☐ 香港快運航空 HKD 5,000 起  
☐ 上海航空 HKD 6,090 起  
☐ 日本航空 HKD 7,250 起  
☐ 全日空航空 HKD 7,290 起  
☐ 國泰航空 HKD 7,690 起  
☐ 曼谷航空 HKD 11,520 起  
☐ 新加坡航空 HKD 11,920 起

起飛時間  
☐ 0:00-06:00 HKD 3,290 起  
☒ 06:00-12:00 HKD 4,290 起  
☐ 12:00-18:00 HKD 1,440 起  
☐ 18:00-24:00 HKD 3,940 起

**去程: 香港(HKG) → 大阪(OSA)**

| 航空公司            | 起飛時間  | 到達時間  | 機票價格                                   | 包稅   | 不包稅 |
|-----------------|-------|-------|----------------------------------------|------|-----|
| 1 香港航空 HX 618   | 11:30 | 16:40 | HKD \$ 4,400 (成人)<br>HKD \$ 3,920 (小童) | 選擇航班 |     |
| 2 香港航空 HX 618   | 11:30 | 16:40 | HKD \$ 4,670 (成人)<br>HKD \$ 4,670 (小童) | 選擇航班 |     |
| 3 香港快運航空 UO 898 | 10:55 | 15:45 | HKD \$ 5,000 (成人)<br>HKD \$ 5,000 (小童) | 選擇航班 |     |
| 4 香港航空 HX 618   | 11:30 | 16:40 | HKD \$ 5,000 (成人)<br>HKD \$ 3,750 (小童) | 選擇航班 |     |

**Egl tours 東亞旅遊**

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旅行團 自由行 機票/酒店 一天遊 包車遊/自駕 門票/火車 郵輪 跳出家園 獨立組團 日本當地遊 主題旅遊 LOVE'S ON

機票 自駕遊 包車遊 專車接送 火車/巴士 奧運門票 一天遊/特色團 電話話

香港 2019-04-18 大阪 2019-04-22 所有航空公司 經濟艙 5 成人 5 小童 更改 返回首頁

**篩選**

直航 / 中轉  
☒ 直航 HKD 6,530 起

航空公司  
☐ 香港快運航空 HKD 6,530 起

起飛時間  
☒ 06:00-12:00 HKD 6,530 起  
☐ 12:00-18:00 HKD 6,530 起

抵達時間  
☐ 0:00-12:00 HKD 7,300 起  
☐ 12:00-18:00 HKD 6,530 起  
☐ 18:00-24:00 HKD 6,530 起

出發城市  
☐ 香港國際機場 HKD 6,530 起

抵達城市  
☐ 大阪關西國際機場... HKD 6,530 起

**去程: 香港(HKG) → 大阪(OSA)**

| 航空公司            | 起飛時間  | 到達時間  | 機票價格                                   | 包稅   | 不包稅 |
|-----------------|-------|-------|----------------------------------------|------|-----|
| 1 香港快運航空 UO 898 | 10:55 | 15:45 | HKD \$ 6,530 (成人)<br>HKD \$ 6,530 (小童) | 選擇航班 |     |
| 2 香港快運航空 UO 850 | 07:05 | 11:55 | HKD \$ 7,300 (成人)<br>HKD \$ 7,300 (小童) | 選擇航班 |     |
| 3 香港快運航空 UO 686 | 08:55 | 13:45 | HKD \$ 7,300 (成人)<br>HKD \$ 7,300 (小童) | 選擇航班 |     |
| 4 香港快運航空 UO 898 | 10:55 | 15:45 | HKD \$ 7,300 (成人)<br>HKD \$ 7,300 (小童) | 選擇航班 |     |
| 5 香港快運航空 UO 898 | 10:55 | 15:45 | HKD \$ 8,050 (成人)<br>HKD \$ 8,050 (小童) | 選擇航班 |     |

## Appendix D - The different hotel fee at Osaka 1 room vs 4 rooms during April 18 to 22, 2019



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  WhatsApp
  2019 e-shop 優惠
  2019 FAVORITES

 旅行團
  自由行
  機票/酒店
  一天遊
  包車遊/自駕
  門票/火車
  郵輪
  跳出校園
  獨立組團
  日本當地遊
  主題旅遊
  LOVE'S ON

 套票
  自駕遊
  包車遊
  專車接送
  火車/巴士
  集團門券
  一天遊/特色團
  電話

 2019-04-18 至 2019-04-22
  大阪及周邊地區
  顧客評級 所有
  國籍: 香港
  一般雙人房(大床/雙床) x 1
  更改
  返回首頁

篩選

清除全部

以酒店名稱搜尋

搜尋

酒店區域

全部

☐ 天王寺 Tennoji 1 間
 ☐ 關西國際機場 (KIX) Kansai International Airport (KIX) 1 間
 ☐ 新大阪 Shin-Osaka 1 間
 ☐ 守口市 Moriguchi 1 間
 ☐ 池田市 Ikeda 1 間
 ☐ 吹田市 Suita 1 間

大阪及周邊地區

大部份酒店可於限期前免費取消

默認

評分

平均價

酒店總價

1 家酒店



1 大阪榎寄生格蘭比亞酒店

Hotel Vischio Osaka by Granvia

★★★

地址: 大阪府大阪市北區芝田2-4-10

位置: JR大阪環狀線大阪駅北徒歩5分

平均每房每晚/ HKD \$1,752 起

選擇



 網上付款
  電郵查詢
  3692 0888 報名中心
  3692 0618 郵輪中心
  WhatsApp
  2019 e-shop 優惠
  2019 FAVORITES

 旅行團
  自由行
  機票/酒店
  一天遊
  包車遊/自駕
  門票/火車
  郵輪
  跳出校園
  獨立組團
  日本當地遊
  主題旅遊
  LOVE'S ON

 套票
  自駕遊
  包車遊
  專車接送
  火車/巴士
  集團門券
  一天遊/特色團
  電話

 2019-04-18 至 2019-04-22
  大阪及周邊地區
  顧客評級 所有
  國籍: 香港
  一般雙人房(大床/雙床) x 4
  更改
  返回首頁

篩選

清除全部

以酒店名稱搜尋

搜尋

酒店區域

全部

☐ 天王寺 Tennoji 1 間
 ☐ 關西國際機場 (KIX) Kansai International Airport (KIX) 1 間
 ☐ 新大阪 Shin-Osaka 1 間
 ☐ 守口市 Moriguchi 1 間
 ☐ 池田市 Ikeda 1 間
 ☐ 吹田市 Suita 1 間
 ☐ 大阪城 1 間

大阪及周邊地區

大部份酒店可於限期前免費取消

默認

評分

平均價

酒店總價

1 家酒店



1 大阪榎寄生格蘭比亞酒店

Hotel Vischio Osaka by Granvia

★★★

地址: 大阪府大阪市北區芝田2-4-10

位置: JR大阪環狀線大阪駅北徒歩5分

平均每房每晚/ HKD \$1,742 起

選擇

| Student Self Evaluation Form |                                                                                                       |                   |           |
|------------------------------|-------------------------------------------------------------------------------------------------------|-------------------|-----------|
| Student name:                | WONG, Si Ming Kyle                                                                                    | Student number:   | 1812211   |
| Programme:                   | Managerial Economics                                                                                  | Year of programme | 1.5 years |
| Assignment Title:            | Price Discrimination Strategy by EGL Holdings Company Limited in Hong Kong: An integrative case study |                   |           |

This section repeats in brief the common assessment criteria detailed on previous pages. The *extent* to which these are demonstrated by you determines your mark. Using these criteria, tick the box that best indicates the level of achievement you feel you have achieved with regard to each of them.

| Common Assessment Criteria Applied                        | Level of Achievement     |                          |                          |                          |                          |                          |                          |
|-----------------------------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
|                                                           | REFER                    |                          |                          | PASS                     |                          | DISTINCTION              |                          |
|                                                           | FAIL                     | FAIL                     | MARGINAL FAIL            | SATISFACTORY             | GOOD to VERY GOOD        | EXCELLENT                | EXCEPTIONAL              |
| 1. Engagement with literature                             | 0-29%                    | 30-39%                   | 40-49%                   | 50-59%                   | 60-69%                   | 70-84%                   | 85-100%                  |
|                                                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | √                        | <input type="checkbox"/> |
| 2. Knowledge and Understanding                            | 0-29%                    | 30-39%                   | 40-49%                   | 50-59%                   | 60-69%                   | 70-84%                   | 85-100%                  |
|                                                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | √                        | <input type="checkbox"/> |
| 3. Cognitive and intellectual skills                      | 0-29%                    | 30-39%                   | 40-49%                   | 50-59%                   | 60-69%                   | 70-84%                   | 85-100%                  |
|                                                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | √                        | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Practical Skills                                       | 0-29%                    | 30-39%                   | 40-49%                   | 50-59%                   | 60-69%                   | 70-84%                   | 85-100%                  |
|                                                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | √                        | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Transferable Skills for Life and Professional Practice | 0-29%                    | 30-39%                   | 40-49%                   | 50-59%                   | 60-69%                   | 70-84%                   | 85-100%                  |
|                                                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | √                        | <input type="checkbox"/> | <input type="checkbox"/> |

|                                                                        |                    |                                                                                                       |                   |
|------------------------------------------------------------------------|--------------------|-------------------------------------------------------------------------------------------------------|-------------------|
| PLEASE COMMENT ON AREAS IN WHICH YOU FEEL THAT YOU HAVE PERFORMED WELL |                    | PLEASE COMMENT ON AREAS YOU FEEL THAT YOU NEED TO DEVELOP                                             |                   |
| I am able to apply the Managerial Economics knowledge at assignment    |                    | I still have a room to enhance my knowledge of research skill, report preparation and time management |                   |
| Student's Name                                                         | WONG, Si Ming Kyle | Date                                                                                                  | February 27, 2019 |
| Student's Signature                                                    | <i>Kyle Wong</i>   |                                                                                                       |                   |