

VIDEO FIVE

Singapore Airlines (Video Ad)

These teaching notes are prepared by Lau Geok Theng

Video Content

- 4-in-1 video featuring the SIA Suites, SIA Business Class, SIA Economy Class and SIA Krisworld.
- For the first three clips on the Suite, Business Class and Economy Class, students can be asked to pay attention to, and compare, the three along the following areas:
 - Size of personal area
 - Seat materials, design and features
 - Entertainment design and features
 - Work facility design, features and services
 - Food and beverage choices and quality
 - Other services

Video Use

- This video is best used in conjunction with the opening story of Chapter One (pages 3–5) of the text.
- Topics which can be included are:
 - Needs and wants
 - Marketing process.
 - Segmentation
 - Differentiation

Some Possible Video Questions

Question 1

What are the needs and wants of SIA's customers?

- Move from point A to point B in good time at reasonable costs (page 4 of text).
- Inter-connectivity (moving across more than two points).

- Are in-flight services important? Which aspects are important and which are unimportant? When are they important and when are they unimportant? Students can be asked to think about budget or no-frills airlines to examine this question.

Question 2

What is the marketing process for Singapore Airlines?

- This issue is covered in detail in the text (pages 15–18).
- The first step is to know the customers and understand their needs and wants. This can be done by looking at industry (IATA) studies, surveying customers, examining competitors' offerings and obtaining feedback from customers.
- The second step is to develop core strategy and concept. SIA seeks to differentiate itself from competition through
 - Sustained innovation
 - Effective management of people
 - Good control of costs.
- The third step is to assemble the right mixes of products and services, pricing, promotion and place.
- The complication for the above three steps is that SIA does not face a single uniform group of customers. The company identified three groups: business travelers, individual leisure travelers and group tour travelers. The above process must be developed for each of the three groups.

Question 3

How are the SIA Suite, Business Class, and Economy Class catering to different segments of SIA's customers?

- The SIA Suite caters to high level senior executives such as Directors and CEOs of large firms and MNCs, and very high-income individual travelers.
- The SIA Business Class caters to senior executives and high-income individual travelers.
- The SIA Economy class caters to junior executives, middle-income individual travelers and group travelers.

- The three sets of customers pay different prices for different needs and requirements:
 - Different degree of privacy (represented by different sizes of space provided).
 - Different needs for rest (represented by different design of seats)
 - Different facilities for business and work
 - Different types and setting for meals
 - Different needs for types and quality of entertainment

Question 4

How does SIA differentiate itself from the competition?

- SIA differentiates itself from the competition through the three core strategies stated in the text (page 16):
 - Sustained innovation to stay ahead of competition. SIA has been first to offer many products, services and features including the first to fly the Airbus A380.
 - Effective management of people to offer personalized services with warmth and empathy.
 - Good control of costs to stay profitable.

NOTE: The video is the property of Singapore Airlines. Instructors are given permission only to screen the video in class for students. They are not allowed to transfer or forward the video to other individuals such as students and other instructors without written permission from McGraw Hill or Singapore Airlines. It is forbidden to upload and feature this video online and in any website or mobile facilities including YouTube and Twitter.