

**1. Detailed Marketing Plan for Supersonic Business Jet (SBJ) by Aerion**

**Market Analysis (5Cs)**

\* Customer needs:

- Decreased travel times. To be able to attend meetings in separate continents, on the same calendar day. Feeling better when get off the plane (no noise, no jet-lag).

\* Company Skills:

- A special wing technology called "natural laminar flow" wing, which reduces total airframe drag compared to a "delta wing" configuration like that used by the supersonic Concorde. This innovation will make the "decreased time" need possible.

- Working with Pratt & Whitney to adapt widely used JT8D engine, which is currently used in about third of the world's airlines. This will help reduce maintenance costs and improve reliability.

- Similar electronic system and manufacturing components to those used in other large business jets, making the process of fabrication similar to existing subsonics.

\* Competition:

- Direct competitors: Commercial planes, large and long-range subsonic private jets.

- Indirect competitors: Video/Phone conferencing

\* Collaborators:

- Investors to fund the manufacturing process.

- Aircraft engine maker Pratt & Whitney for its JT8D engines.

- NASA's Dryden Flight Research Center to perform Supersonic flight.

\* Context:

- Safety, testing and certification with the Federal Aviation Administration.

- Regulations for overland supersonic flight and Price / Noise

## **Marketing Plan**

### **Target Customers:**

- Large and profitable corporations for their executives, rich governments for presidential needs, individual billionaires for themselves. It's basically for those who can afford it.

Common need is the least possible time required to travel.

### **Positioning:**

SBJ, world's first supersonic business jet, provides the fastest travel time between continents among all other air travel possibilities with its advanced wing design technology and proven engine quality without sacrificing cost considerations and safety.

### **Marketing Mix**

#### **Product:**

World's first supersonic business jet, which is able to decrease the travel time by 40% while keeping the cost efficient when compared to existing private subsonic business jets. It is able to cruise up to 1,050 mph over oceans. It has a new designed wing technology which makes the speed faster by keeping the cost low. It also adapts the widely used JT8D engine, which has half-billion hrs of flight time experience under its belt.

#### **Place:**

Private jet companies (for chartering or selling).

Airline companies, in addition to their commercial airlines, as a separate business unit.

#### **Promotion:**

Trade shows (i.e. National Business Aviation Association's premier trade show) and air shows (i.e. Dubai Air Show).

#### **Price:**

Skim strategy with a high-value customer target. List price is given as \$80 million – premium priced when compared to \$45 million to \$60 million subsonic competitors.