

THE AIRPORT BUSINESS ASSIGNMENT 2019

You are required to undertake a financial performance assessment of Flughafen Zurich AG Airport. This is the company that manages Zurich International Airport in Switzerland.

The assignment is made up of the following tasks:

1. Compare Flughafen Zurich AG aeronautical revenue performance and cost efficiency with two other airport operators. **[40%]**
 - a. Which two other airports would you select to compare with Flughafen Zurich AG and why?
 - b. Select one KPI each to measure aeronautical revenue performance and cost efficiency. Which KPIs would you select and why?
 - c. Comment on Flughafen Zurich AG aeronautical revenue performance and cost efficiency compared to your two other airports?
2. Undertake a performance assessment of Duty-free and other retail revenues at Flughafen Zurich AG over the past 5 financial years. **[25%]**
 - a. Which KPIs are available to select and what would be your preferred choice?
 - b. Using your selected KPI, review and comment on the evolution of Duty-free and other retail revenues over the past 5 financial years.
3. Undertake a performance assessment of car parking revenues (multi-storey) at Flughafen Zurich AG over the past 5 financial years. **[25%]**
 - a. Which KPIs are available to select and what would be your preferred choice?
 - b. Using your selected KPI, review and comment on the evolution of car parking revenues over the past 5 financial years.

- Required word-count should be a minimum of 3,000 words and a maximum of 3,500 words.
- This is not a group assignment. Students need to make their own individual submissions.
- **[10%]** of the marks will be awarded for presentation and writing style.
- Exceeding the word limit will incur penalties (please refer to course manual)
- Please structure your assignment into the following sections

Title page with your name, student number and word count

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- Section 1: aeronautical revenue performance and cost efficiency comparison
- Section 2: Duty-free and retail revenue performance
- Section 3: Car parking revenue performance
- References