

Financial training For non financial staff



The financial training specialists

Cheap and cheerful, or top-end? (Profit)

I was working in Madrid last week. I flew with Ryanair: they have the only direct flight between Newcastle and Madrid.

They have a well thought out business model: you pay a low price, and get very little for it. If you want more, you pay more.

I had a large suitcase for all my course material, so took a priority ticket. The premium price paid for my bag, allowed me to book a window seat much earlier, and board the flight quicker. It didn't give me a free cup of coffee on the flight. Had I flown with Air France they'd have given me a coffee and sandwich - for an additional £90 on the ticket price!

But Ryanair are also good at working out what they can and can't do within the price. Until recently you could take a cabin bag and a small bag onto the plane. But the lockers got too full, and that's changed. You can still take a cabin bag for free, but now it goes in the hold - unless you've paid for the priority ticket.

I flew business class once with Emirates. It was like living in a different world! But I can't imagine paying that price myself &

But both airlines have focussed very clearly on which end of the market they are in, and giving the customers the service they are prepared to pay for.

What's your business model, and do you give the right level of service to support it, profitably?