

Dear Business Masters Participants,

We would like to welcome you to our 2006 competition. This year's challenging case will focus on the airline industry.

The following information will give you directions on how to participate and how to win a trip to Germany for the finals:

- (1) The case
- (2) Expected deliverables, formats, deadline
- (3) Information sources
- (4) Rating criteria and qualification requirements for the final round

(1) The case

The economies of Central and Eastern Europe are growing strongly. This drives strong increases in passenger traffic into and out of the region, and the planned extension of visa-free travel under the EU Schengen agreement will only accelerate this trend.

Lufthansa is looking for strategic options to maintain or expand its market share in the region. Your team's task is to develop a short presentation that addresses the following three aspects:

- Compare the position of Lufthansa to the relevant competitors in different customer segments
- Evaluate strategic options for Lufthansa according to quantitative and qualitative criteria
- Make your recommendation

(2) Expected deliverables

We do not expect you to become an airline expert within days – however, one challenge of this case is to filter out the critical questions that arise around the future development of the airline industry.

Use a maximum of five customer segments and criteria. Demonstrate your understanding of the specific demands of each customer segment (e.g. price, travel time and comfort).

You are requested to hand in a presentation that consists of **no more than** five PowerPoint slides (plus one cover page). The document has to be in English. The key to success is prioritization!

Your presentation and the required application form for the 2006 Business Masters Case Challenge should be handed in electronically on our website www.businessmasters.de by

September 17th 2006 24.00 CEST.

For further questions please contact us at:
contact@businessmasters.de

(3) Information sources

Please limit your information to public available sources only. Nevertheless, the following material is attached to strengthen your argument:

- Pre-aggregated and pre-filtered data from the Lufthansa database of scheduled flights into the region

Please DO NOT contact any airline by telephone, e-mail or writing/fax – disobeying this rule will exclude your team from further participation.

(4) Rating criteria and qualification requirements for the final round

An independent jury will evaluate your concept in a two-stage process. Firstly, the best 30 teams out of all the entries will be selected based on the following criteria:

- Overall presentation of the case
- Creativity
- Feasibility
- Strategic orientation

- Selection of your evaluation criteria
- Plausibility of and your justification for these criteria
- Application of these criteria on the strategic options
- Justification for your recommendations

Secondly, the 30 shortlisted teams will be discussed by an independent jury panel who will choose 12 teams for the final event in Karlsruhe (plus 4 teams in stand-by).

Challenge the BEST, now!

Your

Business Masters Team 2006