

Consultancy advice for Zurich Noch

Suggested answers

Solutions for improving the overall performance of Zurich Noch

- ▶ Undertake an expansion programme and open new terminal to the east to:
 - Attract International airlines
 - Creates Jobs
- ▶ Introduce a frequent flyer programme for Business users
- ▶ List company on stock exchange to create revenue
- ▶ Identify growth opportunities in emerging markets.
- ▶ Investigate the option of a Government Grant/Loan
- ▶ Investigate the possibility of private funding for a high-speed railway connection to attract more International/Business passengers
- ▶ Introduce carbon tax – Giving discounts to the most energy efficient aircrafts
- ▶ Open high-end retail shops with airport to generate more revenue.