ABSTRACT

The air transport is the one that greater growth has had an Europe and it hopes that it stays due to the high efficiency which they have obtained the airlines and to the sprouting of new generations of specialized or low cost companies. With this panorama it is necessary to raise the feasibility to develop a Catalan airline that specializes in regular flights between Barcelona and Latin America.

In this investigation had been studied the Latin America and Europe relations with special interest in Spain, analyzes the supply of flights from the European airports, beginning by the great centers of distribution that are host of the main airlines flag of the continent, include other important airports with flights in this segment of market and the airports of Milan, Munich and Manchester study at great length which they have similar conditions to Barcelona, finally studies the operation of the companies that fly from Madrid that is the airport leader of the market of this type of flights.

The seat of this airline would be the airport of Barcelona reason why their possibilities like a door are analyzed towards Latin America, firstly describes the present situation of the airport of the Prat, like is that it has arrived up to here and as they are his perspective for the future including his extension and the arrival of high speed train , analyzes their influence in the Mediterranean runner and the possibility that it becomes hub for this region.

With the information of the relations of other airports development a simple model to be considered the potential demand of flyers between Barcelona and Latin America, the Madrid distribution to be considered the demand of each route; includes a brief description from the cities to where it would fly; segmenting the destinies in tourist or businesses.

After to have determined the necessity to make these flights and to quantify the amount of flyers has studied the present structure of the services in the aerial transport, beginning by a panorama of the last years and the perspective of the sector, an analysis of the tendencies of the market is included: the great alliances of the conventional lines and the appearance in the market of the calls low cost are included.

For the development of this new airline the first decision that has been evaluated is the profile of the same one, analyze the advantages and disadvantages of operating like a conventional line or one low cost, analyzes the sensitivity of the demand to the price and the frequency to determine if he is better to operate direct flights or through a center of distribution in Latin America, includes a study of variation of demand by change of season of the main European airlines and finally the airships available in the market are analyzed to select the best alternative.
After determining the operation characteristics was analyzed the economic viability of the project, for it studied the accounts of results of other airlines and with the help of a model was determined the cost seat-kilometer for each route, with this information was analyzed the cost of each flight considering the factor of occupation for each route and month of the year. Was calculated a tariff for the balance point and with information of the prices of market of the competition the tariff of each route settled down. The income calculated and foreseeable benefits of each route and were selected most profitable, a programming of flights was made to verify that the routes and frequencies anticipated with the selected equipment can be covered and finally the results and perspective of growth of the company were analyzed. One concludes with the feasibility to develop to this project and the lines of investigation necessary to make specific it.