



STUDYDADDY

**Get Homework Help
From Expert Tutor**

Get Help

Wk 5 - Apply: Operations Plan [due Day 7]

Assignment Content

This assignment is intended to help you learn how to apply forecasting and demand models as part of a business operations plan.

Choose 2 quantitative elements that you would like to research in relation to the organization that you selected for your business plan. These elements may be related to products, services, target market, consumer preferences, competition, personnel, resources, supply chain, financing, advertising, or other areas of interest. However, at least one of these elements should be related to a product or service that your organization is planning to offer.

Develop forecasts by implementing the following approach:

- Collect data, including old demand forecast (subjective data) and the actual demand outcomes.
- Establish the forecasting method (from readings). Decide on the balance between subjective and objective data and look for trends and seasonality.
- Forecast future demand using a forecasting method.
- Make decisions based on step 3.
- Measure the forecast error where applicable. Look for biases and improve the process.

Write a 350- to 525-word paper evaluating the findings from the supported data points above, and explain the impact of these findings on operational decision making. Insert charts and supporting data from Excel and other tools in your paper.

Cite references to support your assignment.

Format your citations according to APA guidelines.

Submit your assignment.

Resources

- [Center for Writing Excellence \(https://multimedia.phoenix.edu/cms/cwe/\)](https://multimedia.phoenix.edu/cms/cwe/)
- [Reference and Citation Generator \(https://multimedia.phoenix.edu/cms/citation\)](https://multimedia.phoenix.edu/cms/citation/)
- [Grammar Assistance \(https://multimedia.phoenix.edu/cms/202010168/\)](https://multimedia.phoenix.edu/cms/202010168/)

Copyright 2021 by University of Phoenix. All rights reserved.

Southwest Service System Analysis

Carla Nelson

University of Phoenix

574/ Creating Value Through Operations

Claude Toland

April 1, 2024

Southwest Airlines

I choose this company because of their excellent service that they provide to their customers. In order to maintain these high standards, they provide PSS which stands for Passenger Service System. This service system is being used to help them manage passenger related processes such as boarding, and reservations. PSS has advantages like being very cost effective that is just one of the advantages of being able to manage all aeronautical information. It can pin point fuel cost, and generate routing. PSS has the ability to give flexibility in a moment notice. As of now they are using the Amadeus Altea passenger service system. They once had a hub and spoke airlines and moved into a PSS system. (Strauss, 2017). From what I understand Southwest made a good investment to move to the service system. They have great reputation and has maintained profits. This PSS service has helped them to get to where they are today.

In addition to this the PSS system can be very expensive and this is one of the pitfalls of using the software. It can deteriorate market growth. During the pandemic the demand for traveling by air decreased suddenly. It seems that the PSS system has more advantages for the airline industry. Without this PSS service I do not see how the airline can manage on a day to day operations. People are flying wanting to get to their destinations quickly which means that could make boarding times have a longer wait. I understand the need to upgrade especially when you are wanting to keep an excellent customer service reputation. Southwest is doing something right compared to their other competitors. The PSS is not going away soon; however, it can be enhanced due to retailing in the airline industry. Someday this system may be replaced by AI. (Thorpe, 2022). Before moving to this service system it would take a good robust business

strategy to move forward with this service because it can be very expensive to do so if you have the monies to upgrade or enhance what you already have in place.

References

Strauss, M. (2017, May 23). *Travel Technology for Dummies: What Is a Passenger Service System?* <https://www.travel-industry-blog.com/gds/>

Thorpe, A. (2022, April 27). *What's the future of the airline PSS?* <http://abre.com/insights/whats-the-future-of-the-pss/>



STUDYDADDY

Get Homework Help From Expert Tutor

[Get Help](#)