

REVENUE MANAGEMENT SYSTEM



The Basic principle of the Revenue Management is to Maximize Net Revenue by Controlling the Inventory Levels and Pricing of Perishable Product.

Persishable Product :

- Tidak bisa di ulang
- Hanya sekali proses
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REVENUE MANAGEMENT SYSTEM



Revenue Management is business Practise that enables company to Increase revenue by accurately Matching product availability and Pricing to the market demand

The right product mix :

- Sell the right product
- To the right customer
- At the right time
- At the right price

REVENUE MANAGEMENT SYSTEM



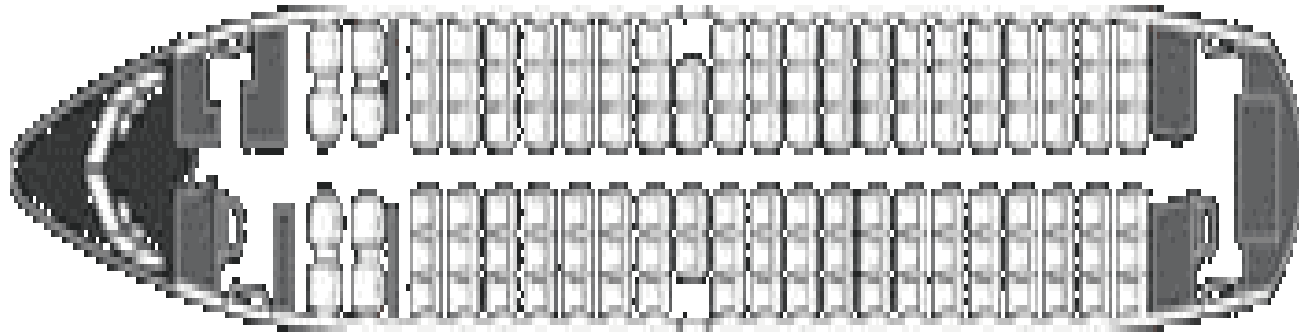
R M can be defined in the service Industries as revenue maximisation Technique which aims to increase yield Through the predicted allocation of Available inventory capacity to pre Determined market segments at optimum price.

SEASONALITY SUPPLY - DEMAND

Seasonality involves predictable and uncontrollable variations in demand over time. The predictability usually follows from a recurrent pattern associated with events and activities. The precise pattern and relevant time interval can vary dramatically from industry to industry. Seasonal patterns can be associated with peak demand that lasts for hours, days, weeks, months, years or some combination of time periods.

- **Airlines experience monthly seasonality with demand peaking in the summer season.**
- **Airlines experience weekly seasonality in demand during weekends in certain routes.**
- **Airlines also experience daily seasonal demand from business travelers in the early mornings and late afternoons.**
- **During festivals and religious occasions, there will be a spike in demand.**
- **During the vacation periods in the US, when most expatriates visit their countries or plan holiday travel.**

CLASS & SUB-CLASSES AIRCRAFT



Class :

Executive

Economy

Sub-Classes :

C

Y, M, L, N, K, Q, B, V

REVENUE diperoleh dari :

1. Passanger (Pax)

Passsanger Load Factor (PLF)

Banyak jumlah seat terjual dibandingkan dengan Seat Capacity.

$$\frac{\text{SEAT SOLD}}{\text{CAPACITY SEAT}} \times 100 \%$$

2. Cargo (Cgo)

Cargo Load Factor (CLF / WLF)

Banyaknya jumlah berat kargo terjual dibandingkan dengan kapasitas kargo tersedia

$$\frac{\text{WEIGHT SOLD}}{\text{SEALABLE WEIGHT}} \times 100 \%$$

L
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Suatu penerbangan Jkt – Soc dengan pesawat B 737-300

Kapasitas Seat	:	12 Executive	90 Economy
Seat terjual	:	7 Executive	70 Economy

$$\text{PLF} : \frac{77}{102} \times 100 \% = 75 \%$$

Payload : Daya angkut maksimal dari suatu pesawat

Asumsi berat penumpang dan bagasi yang dibawa :

Penumpang = 70 Kg

Bagasi / Pax = 20 Kg

Misal :

Penerbangan Jkt – MES dengan penumpang 102 Pax

Payload pesawat = 10.500 Kg

Kapasitas Kargo yang dapat dijual :

Cargo Sealable = Payload – Beban Penumpang dan Bagasi

$$= 10.500 - (90 \times 102) = 1.320 \text{ Kg}$$

Penerbangan DPS - UPG dengan B737-400

Kapasitas Penumpang : 14 Executive 120 Economy
 Daya angkut pesawat : 15.000 Kg

Seat terjual : 10 Executive 95 Economy
 Cargo + Pos terjual : 3.500 Kg

$$\text{PLF} = \frac{105}{134} \times 100\% = 78\%$$

Total pax weight : (10 + 95) x 70 Kg = 7.350 Kg
 Bagasi : 105 x 20 Kg = 2.100 Kg
 Total Weight = 9.450 Kg

$$\text{CLF} = \frac{(9.450 + 3.500)}{15.000} \times 100\% = 86\%$$

