

IL 6451 Demand and Revenue Management

Course Project

Due: December 1, 2003

The purpose of this assignment is to let you formalize and write down your ideas on the application of revenue management in your company. Write the report in such a way that

1. people not familiar with your company will understand and appreciate the issues, and
2. the report will also be useful to your company, and inspire some new ideas in your company.

Prepare a report (approximately 10 typed pages) describing revenue management opportunities in your company. This should include a description of

1. your company,
2. your products,
3. your customers,
4. likely factors that affect demand,
5. constraints that affect pricing, such as legal restrictions,
6. sources of data for demand modeling and forecasting,
7. your ideas for using dynamic pricing and revenue management,
8. an estimate of how much additional revenue could be earned by using revenue management,
9. an estimate of the resources needed to implement a revenue management system in your company, including budget, personnel, information technology, and other resources,
10. a project plan for implementing a revenue management system in your company, including a budget breakdown, project schedule (timeframe), and personnel organization.