

Appendix 1 Market SITA

The current market of SITA starts at customer check-in at airports and ends when customers and their luggage arrives at their location as illustrated in Figure 1. SITA wants to extend their services to the cruise ship market. For this, three steps of the complete process gets included as can be seen in Figure 2 - SITA | New market (SITA, 2021)

These steps are “transport to cruise, “In the cruise” and “Transport to airport”.

If we look at the luggage free transfer that SITA wants to accomplish in the future, it can be noted that the whole customer journey is implemented in the SITA process chart. To accomplish this a few extra routes are added in the chart. First of all, there should be pick-up service points, where the consumer can choose if they want their luggage to be picked up. This can happen from starting point to cruise, starting point to airport and from cruise to airport as can be seen in the customer flow chart depict in Figure 3. The focus of this report will be on the last one of these three.

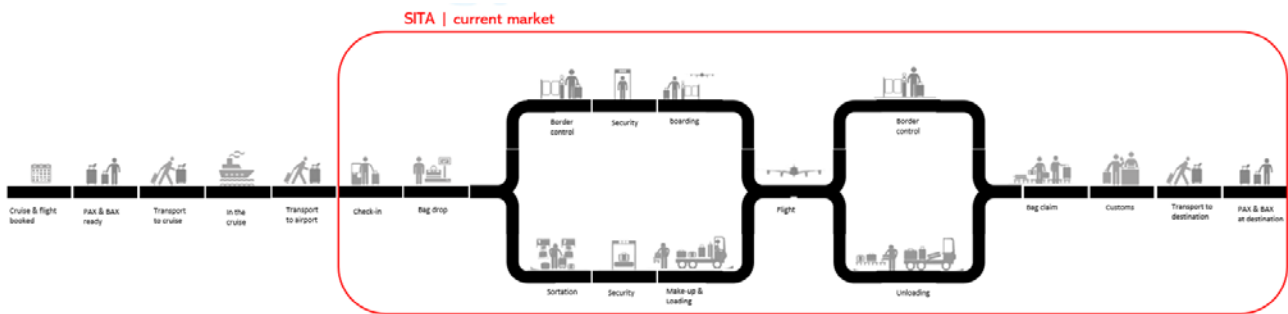


Figure 1 - Sita | current market (SITA, 2021)

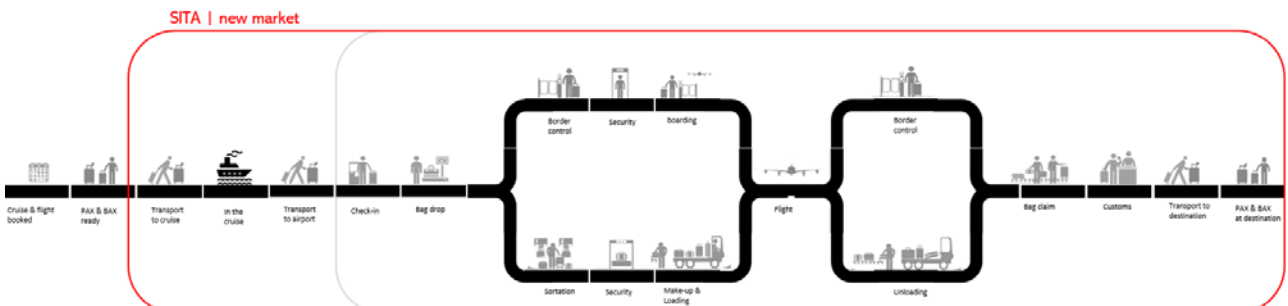


Figure 2 - SITA | New market (SITA, 2021)

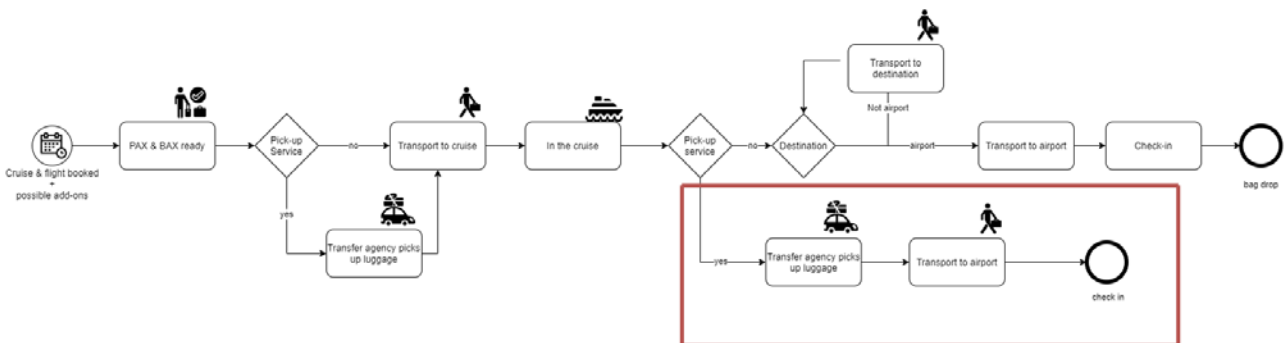


Figure 3. Customer flow chart