



University of
Salford
MANCHESTER



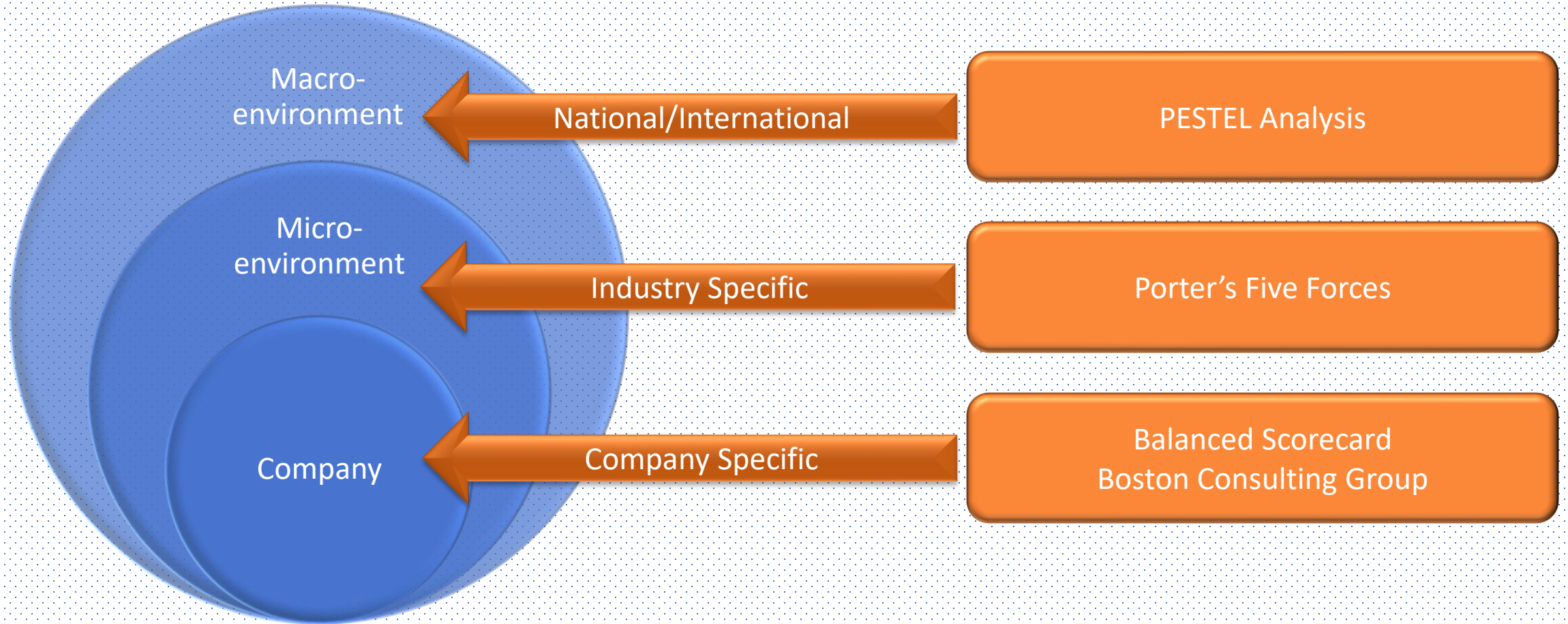
Start to Success

An Introduction to the Business Environment

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The Business Environment



A black and white photograph of a biplane flying over a city. The biplane is a vintage model with two sets of wings. A person is visible in the cockpit. The city below is a grid of streets and buildings. The image is dark and serves as a background for the text.

Survival!

You own the budget airline, 'Icarus Air' operating domestic flights from City Airport in Barton, Salford. Your USP is a thrilling onboard entertainment programme. Your safety record is, however, awful.

On your turn, you must choose a slide number to see which changes to your business environment occur, and then identify how they impact your airline. If the impact is deemed to be negative, you lose a life. If the impact is not deemed negative, nothing happens.

You have **TWO** lives each.

[Slide 3](#)

[Slide 4](#)

[Slide 5](#)

[Slide 6](#)

[Slide 7](#)

[Slide 8](#)

[Slide 9](#)

[Slide 10](#)

[Slide 11](#)

[Slide 12](#)

[Slide 13](#)

[Slide 14](#)

[Slide 15](#)

[Slide 16](#)

[Slide 17](#)

[Slide 18](#)

[Slide 19](#)

[Slide 20](#)

[Slide 21](#)

[Slide 22](#)

[Slide 23](#)

[Slide 24](#)

[Slide 25](#)

[Slide 26](#)

[Slide 27](#)

[Slide 28](#)

[Slide 29](#)

[Slide 30](#)

[Slide 31](#)

[Slide 32](#)

[Slide 33](#)

[Slide 34](#)

[Slide 35](#)

[Slide 36](#)

[Slide 37](#)

[Slide 38](#)

[Slide 39](#)

[Slide 40](#)

[Slide 41](#)

POLITICAL

**Government decides to
increase investment in the
national tourism industry by
10%**

Back

TECHNOLOGICAL

**Wi-Fi enabling technology is
becoming cheaper to apply in
the airline industry**

Back

SOCIAL

UK tourists are showing a trend for taking more domestic holidays

[Back](#)

POLITICAL

**Government implements a tourist tax on all
hotels in your area**

Back

ENVIRONMENTAL

Environmental protests such as Extinction Rebellion are highlighting the damage air travel is causing the environment

[Back](#)

POLITICAL

**Government imposes visa requirements for all
incoming tourists**

Back

ECONOMIC

**National unemployment rates increase from
2.6% to 3.8%**

Back

ECONOMIC

**The Bank of England reduces interest
rates by 0.5%**

Back

ECONOMIC

**The local council's budget for the upcoming year is
reduced by 15%**

Back

SOCIAL

The last three years have seen record increases in the demand for holidays

[Back](#)

SOCIAL

The average age in the UK is increasing and is currently 40 years

Back

TECHNOLOGICAL

**Advances in jet engine technology has reduced
emissions by 15%**

Back

LEGAL

The EU is banning the import of chlorine washed chicken

Back

TECHNOLOGICAL

The budget for the HS2 rail link has increased significantly again, placing doubt over its completion

Back

ENVIRONMENTAL

**Carbon offsetting for air travel has
become compulsory**

Back

ENVIRONMENTAL

Allowable noise pollution levels have decreased for airports operating domestic flights

Back

POLITICAL

**Government approves plans for an additional
runway to be built at the local airport**

Back

ENVIRONMENTAL

Airlines operating domestic routes from international airports are being charged 10% 'cluster tax'

[Back](#)

LEGAL

The CAA have increased their minimum safety standards. Icarus Air falls just short due to one unfortunate doubles match

Back

SOCIAL

**A poll has suggested that fears for the economy
mean job insecurity is increasing in the UK**

Back

TECHNOLOGICAL

**More fuel efficient aircraft
have been developed, but
they are not affordable to
Icarus Air yet**

Back

POLITICAL

**Road tax in Peru is increasing by
23% next year**

Back

ECONOMIC

**Unemployment in South Africa has
reached record levels**

Back

ECONOMIC

The local currency strengthens against the US\$. The majority of inbound tourists come from the USA.

Back

SOCIAL

**Teenage smoking rates in the UK is at the lowest level
since records began**

Back

TECHNOLOGICAL

**UK superfast Wi-Fi network coverage has
reached 95.1%**

Back

ENVIRONMENTAL

**Carbon dioxide levels in the oceans is
rising rapidly**

Back

LEGAL

Compensation allowances for delayed or cancelled flights have increased by £100 per passenger.

Back

SOCIAL

**A global pandemic has
broken out across the world.**

Back

ENVIRONMENTAL

The cost of carbon offsetting schemes to the public has fallen due to changes in the value of the
£

Back

ENVIRONMENTAL

Councils in the UK are investing in safer, longer cycle routes to encourage people to travel by bicycle.

[Back](#)

POLITICAL

The Prime Minister is expected to lose a vote of no confidence and be replaced by someone else from their political party.

Back

ENVIRONMENTAL

The Government has pledged to increase investment in electric car charging points across the UK, tripling the number in cities and on motorway routes.

Back

SOCIAL

A Mintel report has shown that entertainment on flights is the fastest growing priority when booking having risen to become the third most important aspect.

Back

LEGAL

**The European Union has imposed
an additional Aviation Charge for
flights entering EU airspace from
the United Kingdom**

Back

ECONOMIC

**The cost of Council Tax and Utilities
(water, gas and electricity) have
both fallen by an average of 22%
across Greater Manchester.**

[Back](#)

SOCIAL

Icarus Air has featured in a Tik Tok video that has gone viral. The video explains where the name Icarus comes from.

Back

TECHNOLOGICAL

A new luggage tagging system has been introduced which enables luggage to be delivered straight to the passengers accommodation within two hours of landing.

Back

LEGAL

**Duty free sales are now going to be
allowed on domestic as well as
international routes.**

Back