

A+ Airways Interior Design RFP

A+ Airways is seeking proposals from aircraft design companies to create the interior designs for a fleet of new airplanes. Our current fleet is aging — the oldest in the industry. Our airplanes are not fuel efficient, do not meet current federal air quality regulations, and require a large amount of maintenance.

To cover these costs, A+ has added more rows of seats, leaving just 29 inches of leg room between rows — the least among all airlines. Customers don't like this, and we are losing them to competitors.

A+ needs to turn things around. We are requesting proposals for how to make our planes more profitable. Proposals should include a new airplane interior design and a prediction of potential profits.