

OPTIMIZATION

PLANT TOUR AIRBUS DEUTSCHLAND



Source: Wenzel Consulting Aktiengesellschaft, Hamburg; 2001

Client: ICM Business Communication GmbH, Neuss

Year: 2001

Location: Hamburg-Finkenwerder, Germany

Brief Description:

Airbus Deutschland GmbH is offering Plant Tours in Hamburg-Finkenwerder, second largest aircraft plant after Toulouse, since the mid-nineties. Driven by the fascination of aircraft production the demand for tours increased steadily. This caused capacity problems, long waiting times for reservations and security problems. Wenzel Consulting was hired to recommend how to optimize the existing tour. Especially capacity issues were in the focus of the study. Another key factor was to increase security for both, Airbus and guests. Furthermore Wenzel Consulting advised how to enhance the quality and content of the tour.

Tasks:

- Site Analysis



- Analysis of the existing tour
- Benchmarking
- SWOT Analysis
- Action plan to optimize the tour with respect to
 - Capacity
 - Experience and Quality
 - Security