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Cypress Airways Research Paper

“Take off from home with Cypress Airways in the new Terrafugia flying car!” claims the new Cypress Airways advertising campaign (Cypress Airways). According the innovative airline’s website, an experienced pilot will pick you up in the “roadable light sport aircraft” and drive you the closest airport, where the car turns into a plane ready for take off (Terrafugia). This research paper examines the long-term viability of Cypress Airways as a potential employer by researching, analyzing, and documenting key information, including the history, mission, financial performance, operational and safety related performance, customer service ratings, technological innovations, environmental impact, and the employment projections.

**Company’s History and Mission**

*History:* According to its website, “Cypress Airways was founded in 1968 by Captain Chuck Gifford to provide inexpensive flying opportunities for people living in North Orange County, California” (Cypress Airways). The airline currently has a fleet of twenty aircraft located at Cypress Airport, which . . .

*Mission:* Today, the company says its mission is “to continue the legacy by utilizing experimental aircraft that will enable passengers to fly to and from larger aircraft from their homes” (Cypress Airways). It lists among its goals . . .

**Financial Performance**

According to its 2017 Annual Report, Cypress Airways is “well positioned for innovative growth in the experimental aircraft business with 100 million in reserves” (*CA Annual Report*). Specifically, the company notes . . .

**Operational Performance**

 (Students, in this section, include the aircraft types, route structure, on-time performance, fuel prices/hedging, safety record). **Be sure to read/reference the DOT’s Air Travel Consumer Report at** <http://airconsumer.dot.gov/reports/index.htm>)

**Customer Service**

(Include highlights of the company’s customer service commitment. Call the company and time how long it takes to talk to a live person). Check the company’s ratings:

Skytrax: <http://www.airlinequality.com/>

JD Power & Associates: <http://www.jdpower.com/travel>

Better Business Bureau: <http://www.bbb.org/> (check the main headquarters rating)

**Technological Innovations and Environmental Impact**

(Identify new technological innovations and identify what the company is doing to combat environmental issues. Do you think it is enough?)

**Employment Guidelines and Outlook**

(Explain key information one would to know for employment. Is it a company that you might want to work for?)

**Conclusion**

(After conducting your research, identify what specific strengths (or weaknesses) make this a good company to invest a career––or not invest a career).

**(Students, please see next page for a sample Works Cited)**

Works Cited

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