

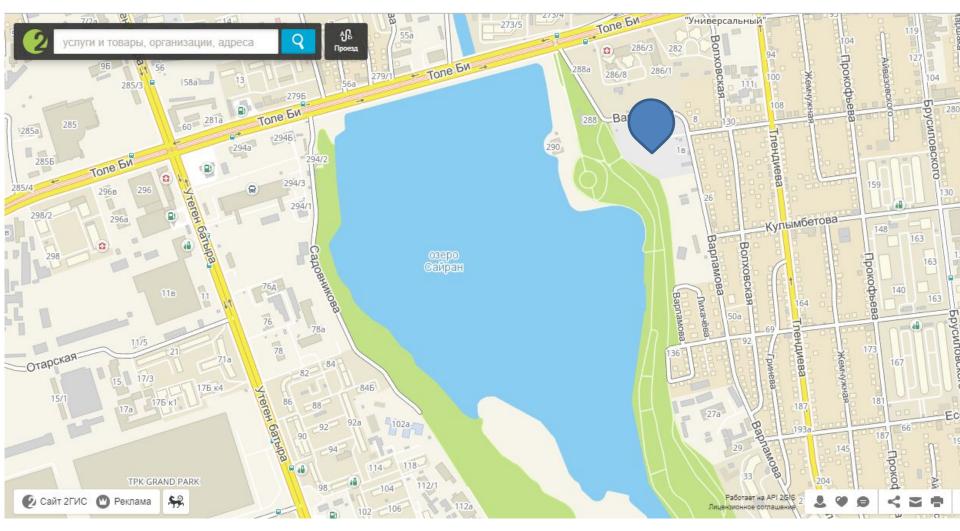
### **The Plane Restaurant**

- At the International Airport of Almaty there are dozens of decomissioned Soviet-made aircraft.
- According to the president of the International Airport of Almaty Aibol
  Bekmukhambetov, these planes are suitable only for scrap. The cost of one aircraft is 3-8 thousand US dollars.





## Location



## Promotion





### Interior

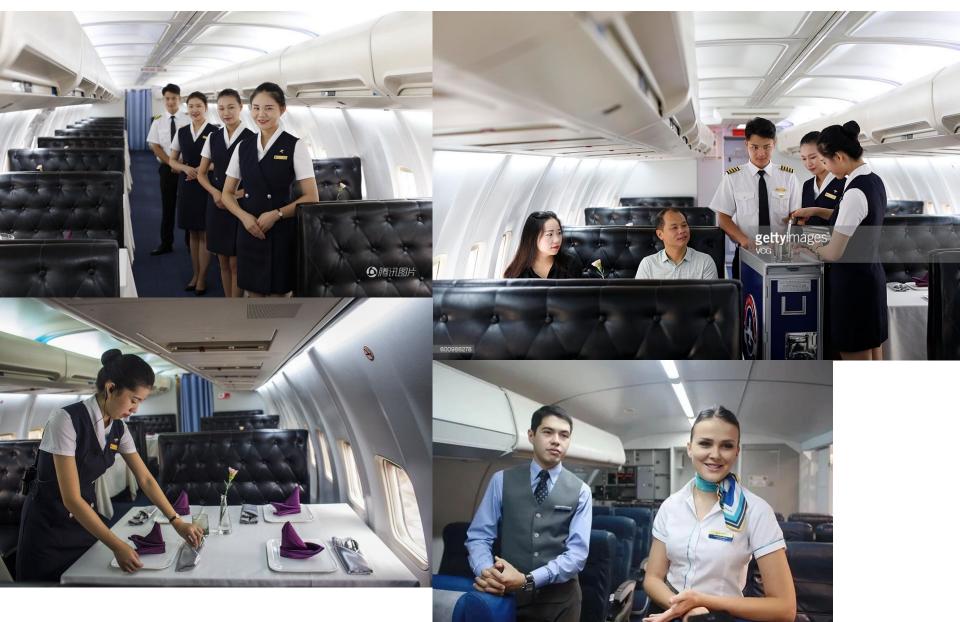




## **VIP-booths**







## Menu

- •Kazakh
- •European
- Russian
- •Eastern
- •Chinese



# **SWOT** analysis

### Strenghts

#### Weaknesses

- VIP-booths
- Unique product
- Special atmosphere
- Lack of experience
- Lack of standarts
- Little space

#### **Opportunities**

- Threats
- Lack of comtetition
- Convenient location
- Absence of laws
- Airplane inconvenience