

AIRCRAFT PASSENGER CABIN DESIGN STAKEHOLDERS

Influence	Stakeholder	Abbreviation	Organisational Purpose	Functional Role
Direct	Passenger	PAX	Travel between destinations for a variety of reasons.	Source of value and product recognition for the industry by paying for tickets, services, ancillaries etc.
	Operator	N/A	Operating the aircraft cabin, charging passengers to collect and distribute profits across the value chain.	Responsible for industry revenue generation through sales of differentiated service & product to passengers.
	Cabin Equipment Manufacturer	CEM	Provides equipment to the operator by engineering, industrialising, manufacturing their own product and integrating the supplied sub-components into it. Often operates in multi-supplier setup; includes cabin integrators who do not manufacture all components.	Delivers the means for cabin value generation to the operator. Enables profitability by attracting sales volume with a competitive (high quality, differentiation) product.
	Design Agency	DA	Translates customer's (Operator, CEM, Airframer) vision for a product into a conceptual design.	Invents the means for value generation from passengers by delivering competitive product concepts.
	Tier 2+ Supplier	N/A	Contributes to the delivery of a complete cabin by sourcing, developing, and delivering raw materials, individual parts, sub-/components, sub-/assemblies, specialist modules (including technology-based solutions) that are beyond CEM's capabilities.	Provides the technological basis (components, solutions) to facilitate the operation of cabin value generation mechanisms.
	Maintenance and Repair Organisation	MRO	Enables the airline to continuously run an airworthy cabin by keeping it in appropriate operational state.	Delivers efficient servicing of cabin components to ensure continuity of operation for value generation mechanisms.
	Airframer	N/A	Provides the structural and systems envelope for CEM to integrate their cabin products and advises CEM to ensure appropriate fit of their products.	Provides the housing platform for cabin value generation.
	Certification Authority	CA	Ensures appropriate adherence of cabin products and processes delivered by the cabin interior supply chain to airworthiness and safety standards.	Ensures that cabin value is generated safely; motivates the supply chain to optimise their product design.
Indirect	Destination Management Organisation	DMO	Identifies the most feasible travel destinations and services, acting as cabin product sales agent to PAX and the channel for PAX voice (desires, feedback).	Reinforces value-generating demand for air travel by combining cabin offer with adjacent industries (tourism).
	Consumer Retailers	CR	Supply the content for in-flight services and sales to the Operator.	Enriches the content available through value-generating mechanisms, thereby reinforcing demand for air travel.
	Trade Organisations	TO	Bring the cabin supply chain together to share their needs, desires, practices, and deals with each other.	Consolidate holistic operation of the industry to make cabin value generation more efficient and effective.
	Government Units	GU	Drive the development of cabin interiors industry to ensure viability of its technological advancement.	Facilitates collaboration in cabin interiors research and development to enable future prosperity and talent.
	Ground Handling Providers	GHP	Enables the operator to fulfil cabin service needs between flights by replacing consumable supplies.	Supports routine operation of value generation mechanisms by maintaining its readiness and content.
	Logistics Provider	LP	Facilitates delivery of materials, components, products, and supplies between cabin stakeholders. Ensures traceability and harmonised product flow.	Streamline the provisioning and delivery of value generation mechanism constituents within feasible costs.
	Airport	N/A	Provide the facilities for managing and maintaining passenger flow and cabin operation between flights.	Provide the environment for realising value generation and an interface to adjacent stakeholders and industries.
	Air Navigation Service Provider	ANSP	Collects and distributes information related to air traffic management.	Manage the environment where value generation occurs; provide content for flight information capability.
	Aircraft Owner / Leaser	N/A	Provides the aircraft platform in its ownership for operating the cabin. Includes Leasers: do not own the aircraft permanently, but are temporarily responsible.	Carry the legal responsibilities related to managing the value generation platform. The role implies "dry lease" situations; in wet lease cases, the two functions (leasing and operating) constitute two separate stakeholders.