

Imagine Aviation

Business overview



What we do

- **Straight forward air transport consulting**
 - Providing valued and concise business support
 - Less focus on glossy reports, more focus on actual business value
- **Primary focus is commercial aviation business development**
 - Uniquely offering “off the shelf” services which can be tailored for each customer airline
 - General commercial support where needed
- **Cost efficient and affordable**
 - Focus on keeping it simple, means we’re valuable rather than expensive!



About Us

- Based in the UK, but without any geographic restrictions
 - We've worked globally in the past, and most of our projects are outside of Europe
- Previous experience includes:
 - Strategic positioning for Pacific based network carrier
 - Low cost carrier start up business plan and launch
 - Airline turnaround, and brand re-development
 - Distribution support for North American low cost airline
- Run by a dedicated Director and Researcher
 - With additional industry expert partners depending on the project requirements





Our key
services

Our key services

- Commercial business assessment
- Network optimisation review
- Strategic positioning review
- Competitive market analysis
- Business plan development



Commercial business assessment

- A tailored assessment reviewing the key aspects and practices in the main commercial areas of an airline's business, identifying revenue and efficiency opportunities whilst improving competitive positioning
- The ultimate intent is to identify areas that the airline can focus on to increase its revenue and competitive capabilities, which in turn will improve that all important result
- Usually undertaken over a 2 week period, including at least one week on site with the airline
- Output is a concise report and delivered presentation outlining the areas where improvements can be made
- Undertaken on a minimal charge / cost recovery basis



Network optimisation review

- Where and when to fly is the defining feature of an airline's core product - we review the detailed composition of the airline's route network and schedule and assess its optimisation
- Consists of an in-depth evaluation assessing the schedule and network suitability to the marketplace, through to a review of how it positions the airline against its competitors
- Output is a detailed report and delivered presentation outlining the areas for improvement, and recommended future steps and implementation advice
- Generally carried out over a two week period (depending on the size of the airline)



Strategic positioning review

- Considering its model, market, competitors, and future aspirations, we'll suggest a strategic positioning for the airline to help it achieve success
- To deliver this service, we spend time with the management team and reviewing the business in detail – on paper and in action
- We are able to be completely objective in our assessment and recommendations, and hence offering considerations outside of the normal day to day discussions
- Ultimate output is to deliver a set of robust and fully considered options for the potential direction of the business and the strategic roadmap which will need to be taken to achieve the potential



Competitive market analysis

- We can undertake a comprehensive review of the competitive marketplace in the airline's operating area - evaluating in detail the competition's current activities; including their pricing, marketing activities, and network / schedule along with other key profile areas
- Using this and our wider market analysis, we can project the potential future steps the competition may take
- As part of this review we can also take a close look at the airlines product offering, and overlay their position in the market with that of the competition
- We can identify current and future potential threats, ultimately running scenario projections of the possible impact on the airline of the competition's possible future activities



Business plan development

- We can offer impartial support and advice to parties seeking to develop an airline, or air transport related business
- From initial concept discussions through to completion of a full investor ready business case, we can help
- While the possible iterations are endless, the general precept would be that we can support all the way through the development of the plan. We'll help with the initial ideas and feasibility evaluation
- Then we can work through the agreed concepts, and progress the details through each of the key fields required: network, fleet, product, sales, marketing and more
- Ultimately we can translate this through to a full financial model, with sensitivity and market risk analysis



We also do...

- General commercial support
 - Advice and business development in a range of fields:

General strategy
Network
Marketing
Revenue management
Customer services
Additional revenue sources
Business systems and process
Sales and distribution
Product proposition
Fleet fit



Airport / Airline relationship management

- We have solid experience in airport / airline relationship management and route development negotiations
- Airlines will have certain intentions regarding their route development that an airport may not necessarily be aware of
- Using our experience from the airline side of the table, we can be a valuable support to airport management seeking to capture an airline's interest
- We offer a service of airport representation and can provide hands on support to an airport at airline meetings or industry events such as the "*Routes*" conferences, enabling airports to get ahead in their conversations with potential customer airlines





Non-aviation businesses

We offer a range of services where we can support other transport companies (particularly ferries, shipping, rail, and coach companies) in implementing the learning's from the airline sector and presenting opportunities to translate these into commercial improvements.

Contact us for more information

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