

Operational & Pecuniary Excellence

Cost and revenue synergies in airline mergers- Dual to Single configuration



Business Problem & Situation

A leading aerospace giant post merger was looking for a partner to develop an operational & pecuniary strategy to efficiently facilitate conversion to complete economy class airline. The aerospace giant was a full service carrier before merger and the merged airline was a Low Cost Carrier.

Approach to address the business situation

Activities performed:-

- Developed an understanding of existing operations across both airlines and identified the overlapping process & gaps in the operations
- Define each experience as a challenge and identify the technology offering the need of the challenge
- Value stream mapping identified information & material for each of the processes
- Bridge critical gaps & insights on efficiency opportunities
- Study LOPAs to evaluate Cabin Reconfiguration options (including Seats and PSU alignments, Parts arrangement & Interior configuration) ensuring in line regulatory requirements. Offer multiple configuration options with recommendations to minimize the cost.
- A quarterly forecast was developed to ensure timely dispensing and enhance user experience
- Empirical models for dynamic demands & consumer preferences
- Craft an Aircraft Interior Configuration Document
- Develop the financial model and optimize cash flow and earnings & map business-critical milestone

Strategic Recommendation

Developed the complete strategic roadmap considering each aspect of Governance, Financial, Infrastructure, pricing strategy to manage the end-to-end operations to maximize the customer base with an effective sales & marketing strategic program to capture the market share over competitors given them the potential to pull the levers to drive positive economic advantage & greater operational efficiency.

Value Delivered

- The findings were consolidated & a complete optimized blueprint was given for the end-to-end operations to maximize the customer base with an effective sales & marketing strategic program to capture the market share over competitors
- Devise the LOPA affordable configuration plan
- A winning brand and marketing strategy powered by a concrete blend of empirical data analytics, synthesize actionable market insights & forecast strategy over the next 5 years.