

## Case Study

# Conversion of Large Passenger Aircraft to Cargo Freighters-New Business Opportunity Assessment

### Marketing Challenge:

A top provider of structural and prefabricated aero structure solutions for commercial airframes was seeking to broaden its business into the growing third-party MRO (Maintenance, Repair, and Overhaul) market. Its goal was to provide passenger-to-freighter conversion of certain airframes, and related heavy airframe maintenance. Client had many questions including feasibility and sustainability of its business model; logical, adjacent MRO segments to include in its offering mix; competitive capacity and profitability; industry perceptions of Client; key requirements for success, growth options, and profitability associated with logical roll out and expansion scenarios.

### MMRSS' Approach:

Majestic MRSS conducted a detailed analysis of key airframes, major MRO segments, profiles of existing third party MRO providers, and identification of primary factors driving airlines to outsource MRO. Majestic MRSS relied on its resident knowledge of the aircraft MRO domain, analysis of published data on the changing MRO market, and extensive primary research interviews with key aviation and airframe experts to truly understand changing requirements, competitive offerings and experience, and identify best growth pathways for client.

### The Results:

Due to Majestic MRSS in-depth analysis, Client was able to accelerate its strategic planning timetable by nearly eight months. This was a direct result of Majestic MRSS custom report which drew down a highly complicated and multifaceted market landscape into highly relevant and understandable areas of opportunity. Majestic MRSS Client in turn was able to greatly accelerate its knowledge and understanding of key business options and form supportable business directions which today are the foundation of a highly successful and sustaining business.

Majestic MRSS ultimately recommended that client expand beyond an aircraft-conversion business to include several related MRO enterprise offerings.

## About Majestic MRSS:

Majestic MRSS is more than a decade old full service market research company with clients in the Pharmaceutical, Healthcare, FMCG/CPG, Automotive, Information Communications and Technology (ICT), Hospitality & Retail, Media sectors. MMRSS has its presence in fifteen countries in Middle East and Asia. Majestic MRSS has always been at the forefront of technology as an emerging force in Asia and the Middle East in the last decade. To learn more visit [www.mmrss.com](http://www.mmrss.com)

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