



Project Examples (Dr. Markus Franke / FATC) 1/4

Aviation

- Design and conceptual build-up of new business model (global low cost operations – short-haul and long-haul) as second pillar for leading hub carrier
- Assessment of bank structure for a mid-sized hub, analysis of interplay between bank structure, geographic position of hub, network pattern, fleet, and hub performance for a European flag carrier
- Development of a new business model, processes and organisational structures for an advanced airline customer loyalty program ; support of spin-off
- Validation of new hub concept (bank system, network pattern, capacity allocation) for major European hub carrier, adjustment of network and fleet planning
- Development of regional (Africa) network & fleet strategy for mid-sized European flag carrier
- Conduct of market and customer study for major European hub airport (topic: demand and requirements of logistic chains for air cargo); deduction of new air cargo strategy
- Design of a steering logic (offer and revenue steering) for a leading air cargo carrier
- Evaluation of macroeconomic and commercial viability of envisaged new central airport for a Central European country (client: Ministry for Transport and Infrastructure)
- Assessment of dual hub strategy for the airport authority of a Western European country
- Realignment of decision making process for margin management function of leading European air cargo carrier
- Support of corporate efficiency improvement program for leading European flag carrier; build-up of PMO function



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Aviation (cont'd)

- Development of a go-to-market strategy for international services of European Air Navigation Services Provider
- Development of business strategy (fleet, network, markets, business model etc.) for major ME flag carrier
- Creation of blueprint for strategic reorganization / corporatisation of major ME flag carrier
- Assessment of irregularities, design of monitoring & evaluation concept for non-financial KPIs of leading European air cargo carrier
- Reorganisation of Airport authority of Central European country; separation of airport operation and ATC provider arms; new governance model for airport operations arm
- Redesign of corporate industry relations function of a leading European flag carrier
- Validation of strategic and operational concept for a new major airport in Central Europe
- Elaboration of strategic concept for further development of Central/Eastern European Airport & ATC authority
- Design of a new partnership governance model for the regional business (network of regional airlines) of a leading European flag carrier
- Strategic realignment and restructuring of a major European regional airline
- Development of a Low Cost business model for the subsidiary of a European regional carrier
- Redesign of the yield management function of a leading U.S. airline (air cargo business; in collaboration with leading decision support provider)
- Validation and realignment of network strategy of a leading flag carrier; design of partner-ready network management processes
- Reorganisation of the sales division (centralised functions) of a leading European flag carrier



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Forwarding & Logistics

- Design of target vision and blueprint (process flow, product concept, physical layout) for new air cargo hub (→ logistics center / warehouse) for leading air cargo carrier
- Analysis of growth areas for the contract logistics business of an international transportation company
- Preparation of a merger between a contract logistics provider and a truck network operator, development of joint strategy
- Validation of the corporate strategy and respective realignment of organisational structure / governance model for a leading European logistics service provider
- Design of an extended partnership model for an alliance of forwarding companies
- Study on the efficiency of the groupage network of a leading European forwarder

Rail

- Evaluation of feasibility of various privatisation scenarios (with and without network infrastructure) for leading railway incumbent; elaboration of comprehensive study / expert report for national Ministry of Transport
- Development of a growth and market entry strategy for the regional traffic division of a major railway company
- Evaluation of respective acquisition scenarios / M&A opportunities for a major European railway company
- Organisational realignment and business process re-design (central vs. de-central processes) for a mass transit rail company
- Subsequent re-dimensioning of the central functions for the same client



Project Examples (Dr. Markus Franke / FATC) 4/4

Postal & Express Delivery

- Assessment of global aviation network of major integrator (evaluation of network structures, make-or-buy decisions, capacity planning, etc.)
- Program office function for finance & admin. project portfolio of major postal company
- Re-design of overhead allocation mechanism for corporate finance department of major postal & express delivery group
- Development of a procurement controlling concept for a leading postal company
- Design of a new costing and reporting structure (incl. SAP blueprint) for a globally acting integrator / express delivery company
- Development of new reporting structure (incl. processes, allocations, IT architecture) for a major postal & express group
- Screening of the market planning process for the mail division of a major postal company

OEMs, Supplier, Service provider, Public stakeholders, Investors

- Support of aviation market penetration strategy for globally leading telco service provider
- Assessment of market positioning of engine overhaul business for globally leading MRO service provider (market and competition study on the demand for maintenance services in a specific jet engine family)
- Feasibility study on a new central hub airport for the Infrastructure Ministry of a Central-European country
- Strategy assessment and portfolio recommendation for ME aerospace holding
- Development of a build-up strategy for the national aerospace sector of a Middle Eastern country (incl. long-term roadmap, go-to-market strategy per sub-sector, and master plan; client: state-owned investment company)
- Support of a due diligence targeting a UK-based Travel Distribution Service Provider