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---Aviation Consultancy & Airport Services---



MAJ AERO COMPANY

INNOVATION | SUSTAINABILITY | ECO-FREINDLY

Step 1 – Alignment

To align & thoroughly understand Vision Statement and interpretation by 360 degrees

Step 2 – Analysis

Analysis of present situation, challenges, strengths & weaknesses of a business, process or resources

Step 3 – Ideology & Concept of Innovation

To bring in innovative principles to frame Strategic Goals & Objectives

Step 4 – Implementation & Effectiveness

To bring in best Innovative Principles for generating ideologies to optimize business & operations

Step 5 – Results & Feedback

Detailed Analysis of Results & Feedback of users & customers with new Innovative Approach for continuous customer engagement



5 Steps Guidelines – For Continuous Improvement & Business Profitability & Sustainability

The above statement basically get stakeholders interpretation & alignment on the vision. This is done primarily through an interactive workshop and define the "elements" which makes the airport a "World Class". This is similar to strategic workshop and Strategic intent / Objective will be defined at top cascading down to the entry level employees.

Analysis of current state of affairs (for e.g. passenger & cargo traffic, service levels, employee competencies & mapping, benchmarking, identification of clear problem statements, etc.) is done through modelling & benchmarking exercises involving all key decision makers. This stage we would also be able to identify SWOT (Strengths, Weaknesses, Opportunities & Threats) through a "Gap Analysis" and reach consensus on "what is required" & "when is required". Streamline current organizational challenges under Infrastructure & Services.



Platform for generation of ideas in terms of business improvements through process re-engineering, customer segmentation, new products & services etc. The ideology phase is most interesting & challenging involves interface with decision makers to business process owners. At this stage, it will be open for all internal & external stakeholders to capture right & effective ideas & innovation which align with SMART goals (Specific, Measurable, Achievable, Relevant & Time Bound). Approach adopted in this phase will be similar to a funnel & most appropriate ideas will be adopted to address challenges to achieve strategic goals at all levels.

Ideas & Innovation captured & concurred by all will then be executed at all levels and these new ideas will be validated on its effectiveness. The results will be captured and then analysed to align with Vision and further cascade it down for continuous improvement.

With the above Innovative Funnel Approach, results will show a prominent proof for continuous improvements and bringing in excellence in Airport Business Management. Organization can thus significantly positioned on growth path leveraging existing resources and optimizing costs and showcasing profits.



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