

CASE STUDY: BANKS & FINANCE

Key task: Benchmarking of growth market aircraft leasing opportunities

The leasing arm of a leading international lending institution and private wealth manager needs to evaluate opportunities for entering a fast growing emerging business aviation market.

The leasing company has experience in commercial aviation lending but has little knowledge of the size, characteristics and trends of the business aviation market. Several of their peers have entered the market successfully.

WINGX analysis addresses three main questions:

What are the key drivers of demand and supply for business aviation in this market, to include, aircraft delivery and order analysis, customer segmentation, owner profiles, regional segmentation, regulatory policy analysis, infrastructure support, mature market benchmarks.

What is the best methodology and output for the growth forecast of the business aviation market in this market, in terms of jet deliveries, value, and revenue generating potential, with methodology to illustrate how WINGX' forecast differs from other studies available.

Which market entry options should the bank consider, to address both financing and potential operating business models, distinguishing the risk and opportunity implications of a range of fleet options.

Actionable market intelligence:

- *Relative market size of neighbouring regional and benchmark mature markets analysed; this identifies trends which will characterise the emerging market's development*
- *Specific demand and supply drivers and barriers to growth are identified, to support a realistic addressable market opportunity*
- *Research identifies the importance of certain aircraft types and performance characteristics in the emerging market*
- *The client is able to segment the market of potential buyers by demographic segment, regional cluster, potential aircraft preference and usage motivation*