WHEELS UP
Airline Business Plan Development

Chapter 1: Introduction to the Airline Industry
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- Modern Trends
- Future Trends
- Purpose of a Business Plan

Chapter 2: The Generic vs. Airline Business Plan
- Elements of a Generic Business Plan
- Elements of an Airline Business Plan

Chapter 3: Common Business Plan Mistakes
- Airline Business Plan Mistakes
- Run Silent, Run Deep
- Myths to Avoid

Chapter 4: The Non-Disclosure Agreement
- Purpose of the Non-Disclosure Agreement (NDA)
- Do I Need a Lawyer?

Chapter 5: Executive Summary
- Executive Summary Defined
- The “Do’s” and “Don’ts”

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- Mission Statement Defined

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- Strategic Planning Methodology
- What Kind of Airline?
- The Strategic Action Plan

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- Identification of Other Competitors

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- Market Analysis and Opportunity

Chapter 10: Analysis of Market Demand Levels
- The Purpose of Forecasting

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- Aircraft Type Availability

Chapter 15: Competition and Competitive Response
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- Types of Certification

Chapter 16: Management and Support Team
- Market Strategy

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- High Barriers to Entry

Chapter 18: Invitation to Participate – Finding Investment
- How Much Does it Cost to Start an Airline

Chapter 19: Certification
- The Purpose of Certification

Chapter 20: Achieving Success
- Who’s Going to Pay?

It’s Essential to Have a Good Plan

Wheels Up: Airline Business Plan Development is unique because it concentrates specifically on the airline business rather than generic businesses. It incorporates features other plan books neglect. Modern trends are identified and discussed in detail to help the reader understand the importance of creating flexibility within the business plan. Flexibility is vital for an airline to be successful in today’s increasingly competitive environment. Failure to understand recent and future trends in a new aviation environment could lead to failure. This second edition is aimed at a variety of readers including academic students, both undergraduate and graduate, business professionals, and entrepreneurs. It concentrates on business plan development suitable for airlines of all sizes, from single-engine single pilot operations to international jet operations. Regardless of a company’s size, the main elements of the airline business plan remain the same.

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John Wensveen earned a Ph.D. in International Air Transport Management from the University of Wales Cardiff (United Kingdom) and a B.A. in Geography and Transportation Land Use Planning from the University of Victoria (Canada). Dr. Wensveen is Managing Director of Airline Visions LLC, a leading aviation consultancy and advisory firm specializing in the development of business plans for start-ups world-wide. Prior to his current role, Dr. Wensveen was one of the founding executive team members and Vice President of International Development at Maxjet Airways—a leading business class airline operating on the trans-Atlantic. Dr. Wensveen was a Professor of Airline Management at Embry Riddle Aeronautical University and is currently an Adjunct Professor of Business at University of Maryland University College. He is coauthor of Air Transportation: A Management Perspective and is a regular contributor to the media as an expert analyst on aviation matters.
COMMUTER AIRLINES
by Alexander T. Wells & Franklin D. Richey

Commuter airlines make up the fastest growing segment of the air transportation industry. Since the early 1960s the regional/commuter airline industry has become an integral part of the air transport network in the United States. Since deregulation, the number of regional/commuter passenger enplanements has increased more rapidly than that of the major carriers. This growth is expected to continue as the “major” turn over more short-haul, low-density routes to the “commuters”. This book provides a comprehensive overview of the industry and the primary operating and management functions of a typical commuter airline. Part One presents the origin and development of commuters, the regulatory environment in which they operate, the structure of their industry, and the important role they play. Part Two begins with a description of the FAA certification process and is followed by coverage of market measurement, forecasting, and planning. Part Three addresses the future of U.S. regional airlines.


HELIACETER BEFORE HELICOPTERS
by E.K. Liberatore

This book covers vertical-rising aircraft as envisioned from the earliest concepts to the period when the helicopter became a practical machine in the late 1930s. It focuses on the many pioneering ideas and efforts that led to the creation of today’s modern helicopter and it explores possibilities for the future. Inside are over 200 illustrations and an encyclopedic glossary that enables the reader to understand the development of the technology and procedures. It is intended for professionals, students, and the increasing body of aviation enthusiasts and conservators.


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Introduction to Aviation Insurance and Risk Management edited by Alexander T. Wells & Bruce D. Chadbourne

The third edition of Introduction to Aviation Insurance and Risk Management has provided the opportunity to improve the book and extend its life into the 21st Century. Old material has been deleted and newer, more timely material added. Unlike the previous editions a number of industry professionals have contributed to the new version. Despite these changes the primary purpose of the book remains the same—to introduce the basic principles of insurance and risk with their special application to the aviation industry. It has been designed for several similar, yet distinct audiences: the college student, corporate pilots or fixed base operators, and individuals in the insurance business.

3rd Ed. 2007 560 pp. ISBN 978-1-57524-274-3 $98.00