



**Association of  
Aerospace Industries  
(Singapore)**



# **AAIS *Aero*CONSULT GROUP**

***Consultancy Capabilities***

# Why AAIS?



## Role of the AAIS

- ❖ To promote competitiveness within Singapore's Aerospace Industries.
- ❖ AAIS aims to collaborate with Aerospace Companies in growing their existing businesses as well as developing new business initiatives regionally & globally

## Why the AAIS?

- ❖ International Aerospace industry outreach
- ❖ Access to industry think-tanks with different strengths & knowledge
- ❖ Access to industry professionals, both C level Executives & Subject Matter Expertise
- ❖ Conduit for B-to-B networking forums, seminars & focus group discussions

## Creating Value

- ❖ Un-biased, Quality deliverables
- ❖ Endorsement of study results from industry
- ❖ Follow-up action after study: B-to-B networking session

# AAIS's Consultancy Capabilities



## Range of consultancy services provided by the AAIS

The AAIS's Consulting Arm – the **AeroConsult Group** – focuses on Aerospace Manufacturing & MRO business plan development, market feasibility evaluation and as part of broader assignment, includes country market intelligence, strategy development, financial analysis, business penetration strategies, etc. AAIS's consulting works with renowned consulting firms to deliver research reports such as the Singapore Aerospace Value Chain Study and the Singapore Aerospace Manpower Study.

### + **Business Plan Development**

- Developing a comprehensive business plan including value chain analysis, market analysis, revenue projection and capital requirements for new businesses into aerospace industry.

### + **Market Feasibility Study**

- Creating a robust market feasibility study via primary and secondary research to aid companies in creating suitable products for the aerospace market place. This assists to identify the gaps and opportunities for the newly created products before sinking huge funds into mass production.

# AAIS AeroConsult Group Capabilities



## **Country market analysis (Aerospace sector)**

- Gathering country market data such as total aerospace manufacturing revenue, total aerospace MRO revenue and conducting capability trends analysis .



## **Best Practices Benchmarking**

- Conducting of Aerospace best practices benchmarking exercises to help companies to improve efficiency and productivity.



## **Aerospace Manufacturing & MRO Planning & Forecasting Analysis**

- Delivery of comprehensive industry planning & forecasting analysis.



## **Certification & Quality Auditing**



## **Others**

# AAIS AeroConsult Group

## Market Feasibility Study (Sampled Table of Contents)



### Value Chain Analysis

Includes supply chain analysis of the industry, competitors' profiling, generic industry Expenditures, etc.



### Forecasting & Planning

Includes economic modeling based on country throughput and industry parameters.



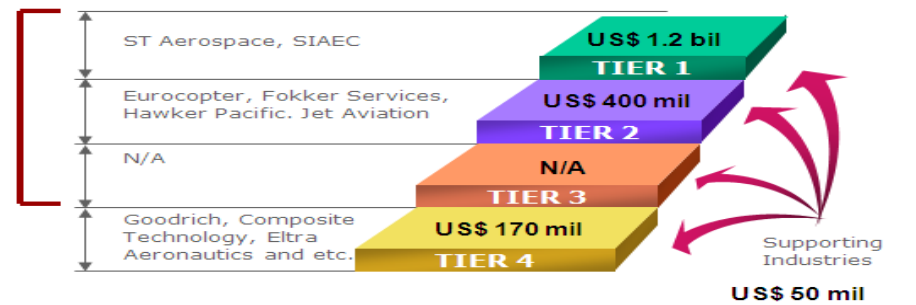
### Customer Needs Analysis

This is the most important aspect of the study. AAIS will leverage on its network to reach the desired stakeholders for the primary research purposes.



### Strategic Recommendations

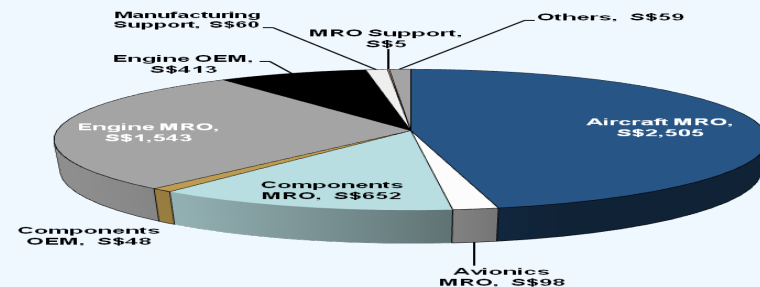
Major Airframe MRO Organization



Aerospace Industry Output Performance (Singapore), 2000 - 2007



Singapore Study Participants - Revenues by Segment, S\$ Million, 2008



# AAIS AeroConsult Group

## Business Plan Drafting/Investment Prospectus (Sampled Table of Contents)



### Market Analysis

Includes potential market share that company can capture from the entire market share.



### Marketing Plan

Encompasses a comprehensive marketing plan which includes 4Ps analysis, barrier to entry analysis and route to market analysis.



### Operational Plan

Operational plan based on industry best practices and knowledge will be drafted based on company and industry feedback.



### Financial Plan

Encompasses revenue projections based on market analysis. Investment analysis which includes sensitivity, returns and profitability will be carried out to test the soundness of the business plan.

#### Business Plan (for each business)



- Sales target/market share
- Investments
- Pricing
- Product/service portfolio
- Advertising/Promotion
- Cost of management
- ...

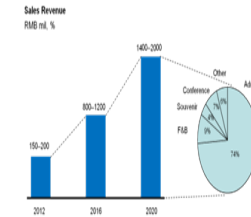
Sale revenue  
- Costs and expenses

= Gross profit  
- Sales and management expenses  
- Logistics and warehousing expenses  
- Other expenses

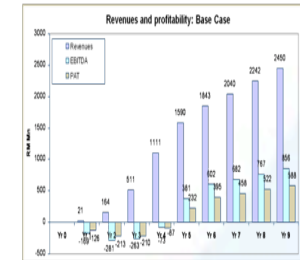
= EBIT  
- Investment  
+ Depreciations  
- Operating costs

= Cash flow

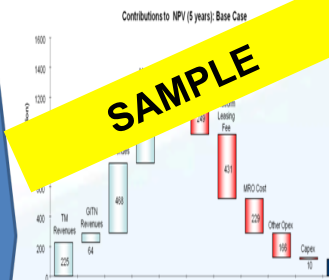
#### Revenue Projection



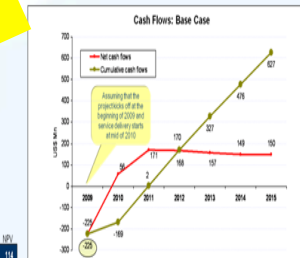
#### Profitability



#### Contributions to NPV



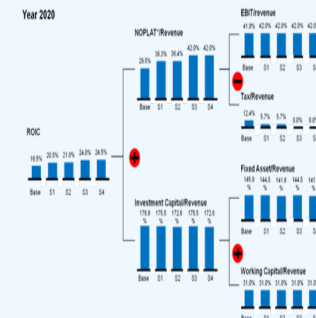
#### Cash Flow



#### Investment Analysis

| Key Assumptions                              | Business model       | 2020 ROIC | Accumulative cash flow gap | NPV   |
|--|----------------------|-----------|----------------------------|-------|
|  |                      | %         | RMB M                      | RMB M |
| • Land transaction price                     | • Land Agency        | -0        | 13.0                       | -14.0 |
| • % of project completed in overall planning | • Developer          | 19        | 0                          | 7.5   |
| • % of bank loan over total investment       | • Development Agency | 54        | 0                          | 0.1   |
| • ...  | • Operator           | 54        | 0                          | 0.5   |

#### Return Analysis



## Contact Details

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