Mango Typical airline start-up programme

PHASE 1 → PHASE 2 → PHASE 3

Proof of concept
> 3-4 weeks

1. Capture of client requirements and inputs;
2. Field research assessing:
   > local business partners
   > 'environmental' factors
   > base locations
   > competition
3. Outline business concept
4. Summary financial numbers

> Approval in principle
> Seed capital commitment
> Detailed evaluation team committed

Detailed Business Plan
> 6-8 weeks

1. Strategy development:
   > market/competitor assessment
   > base and network
   > fleet type and timing
   > marketing, distribution, sales
2. Organisation
   > structure
   > director and senior team
   > interim/project team
3. Detailed financial plan
   > P & L, B/S, Cash, KPI's
   > Funding requirement
4. Summary implementation plan

> Final approval
> Full funding committed

Implemation
> approx 6 months

1. Aircraft acquisition
2. People recruitment
3. Grant of AOC
4. Sales & distribution set-up
5. Project/head office
6. Sub-contractor procurement:
   > Engineering
   > Passenger & aircraft handling
   > Fuel
   > Catering
   > Aircraft leases

ON SALE & FIRST FLIGHT