## Startup-Airline "Roadmap"



General Industry & Competitive Analysis

Target Market Analysis and Service Offering

Route Structure Development

**Schedule Development** 

Marketing Strategy and SWOT Analysis

Aircraft Evaluation and Fleet planning

Market share (Revenue)
Forecasting

Operating Plan (Expense)
Development

Financial Model Development

Management Team Recruiting

Business Plan
Development
Iterations

Enter into Service (EIS)

Staffing/Facilities

**Aircraft Sourcing** 

Airline Operator Certification (AOC)

**Business Capitalization** 

**Airline Launch** 

