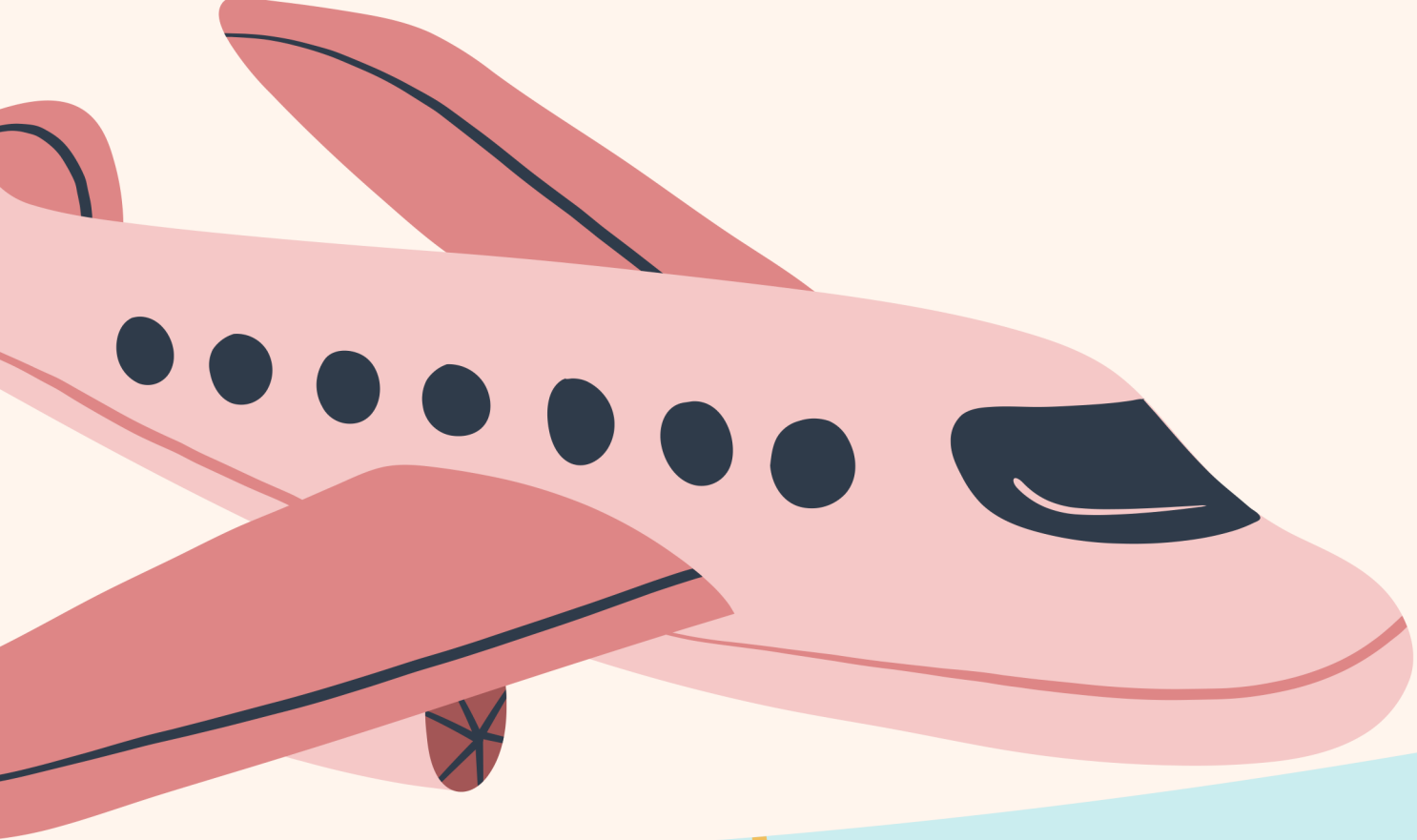


Presented by: Brian Githinji

# AVIATION ACCIDENTS & AIRCRAFT ANALYSIS



# TOPIC OUTLINE

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- INTRODUCTION
  - BUSINESS PROBLEM
  - CONCLUSION
  - RECOMENDATIONS
  - CONTACT US

## BUSINESS PROBLEM:

AS PART OF ITS DIVERSIFICATION STRATEGY, THE COMPANY IS EXPLORING NEW INDUSTRIES TO EXPAND ITS PORTFOLIO. CURRENTLY, THE FOCUS IS ON ENTERING THE AVIATION INDUSTRY, SPECIFICALLY IN PURCHASING AND OPERATING AIRCRAFT FOR BOTH COMMERCIAL AND PRIVATE ENTERPRISES. THE CRITICAL BUSINESS PROBLEM IS TO IDENTIFY THE AIRCRAFT THAT POSE THE LOWEST RISK, ENABLING THE COMPANY TO MAKE INFORMED DECISIONS IN THIS NEW MARKET SEGMENT.

