



PAA ANGANI AIRLINES:A Data-Backed Proposal

Created by: **PERPETUA AKWIRI OTIENO**

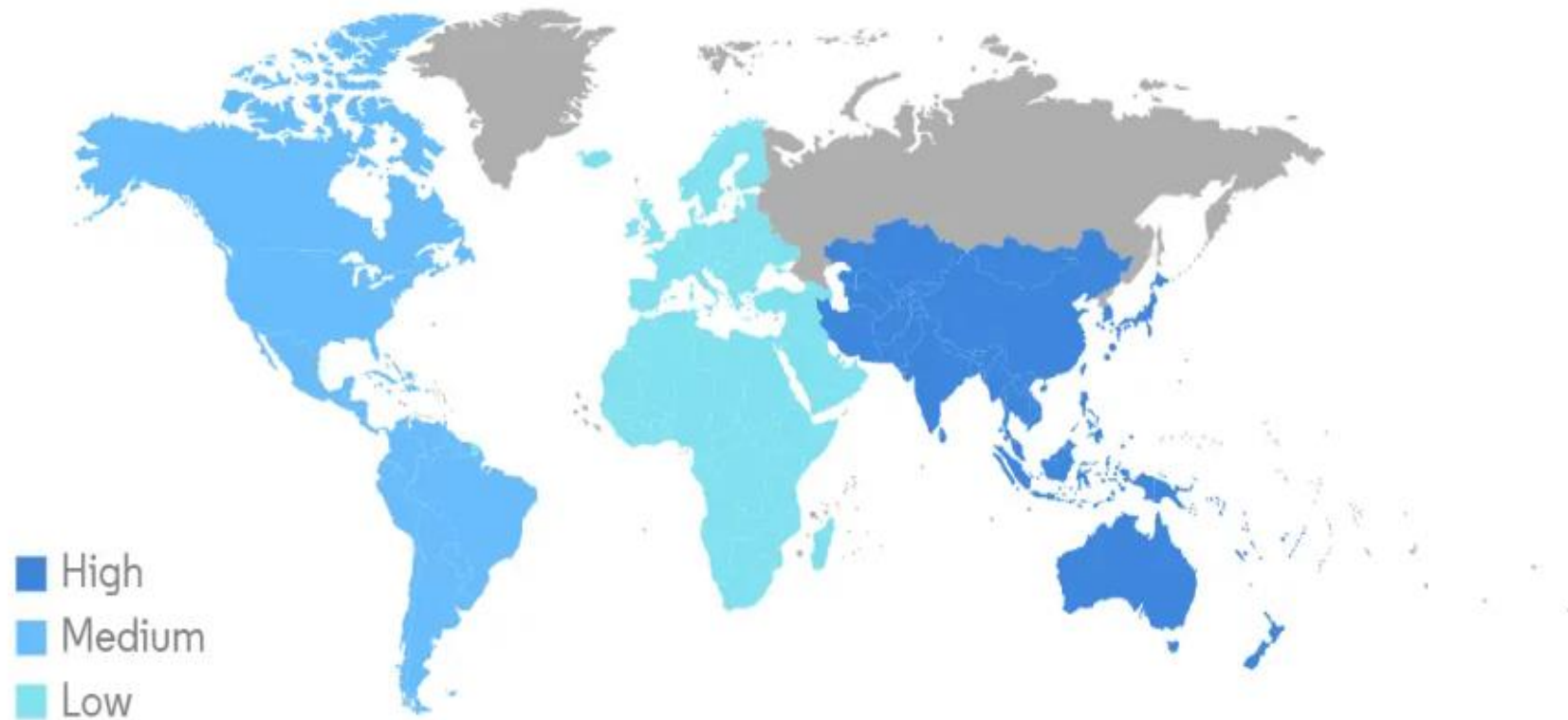


Minimizing Risk, Maximizing Returns

- The aviation business is a high-risk high income sector. There is no in-between, you are either in with the risk or out of the business.
- Despite the effects of the COVID-19 Pandemic on the sector, flight demand levels have now returned to pre-pandemic levels. Commercial aviation remains efficient, resilient and a fundamental part of the development of the modern world.
- Commercial aviation is expected to become a capital-intensive industry, generating strong economic returns and sustainable profits.

Growth-rate expected per region

Commercial Aviation Market: Forecasted Five-Year Growth Rate, By Region



Source: Mordor Intelligence

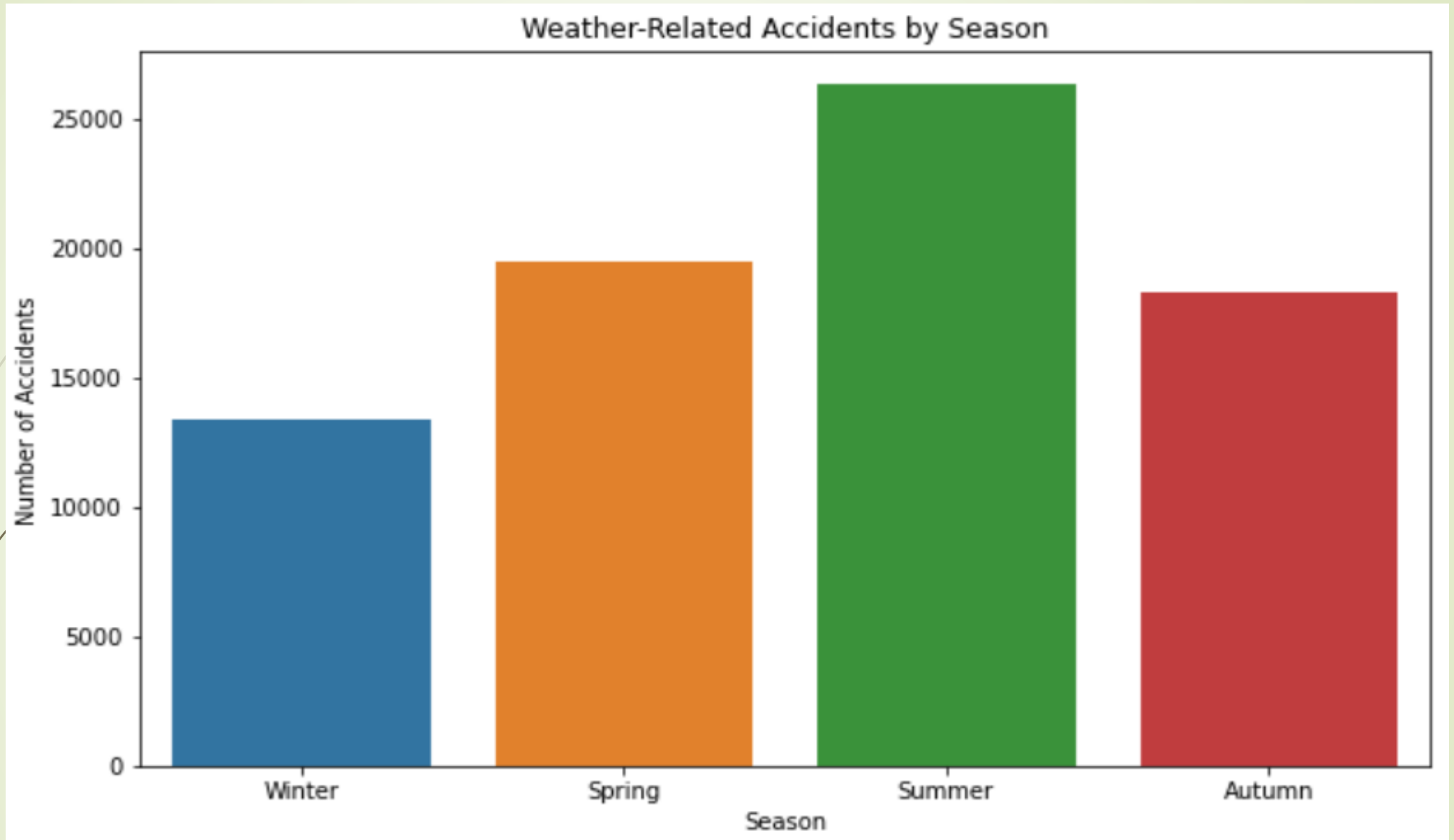




THE BUSINESS GOALS

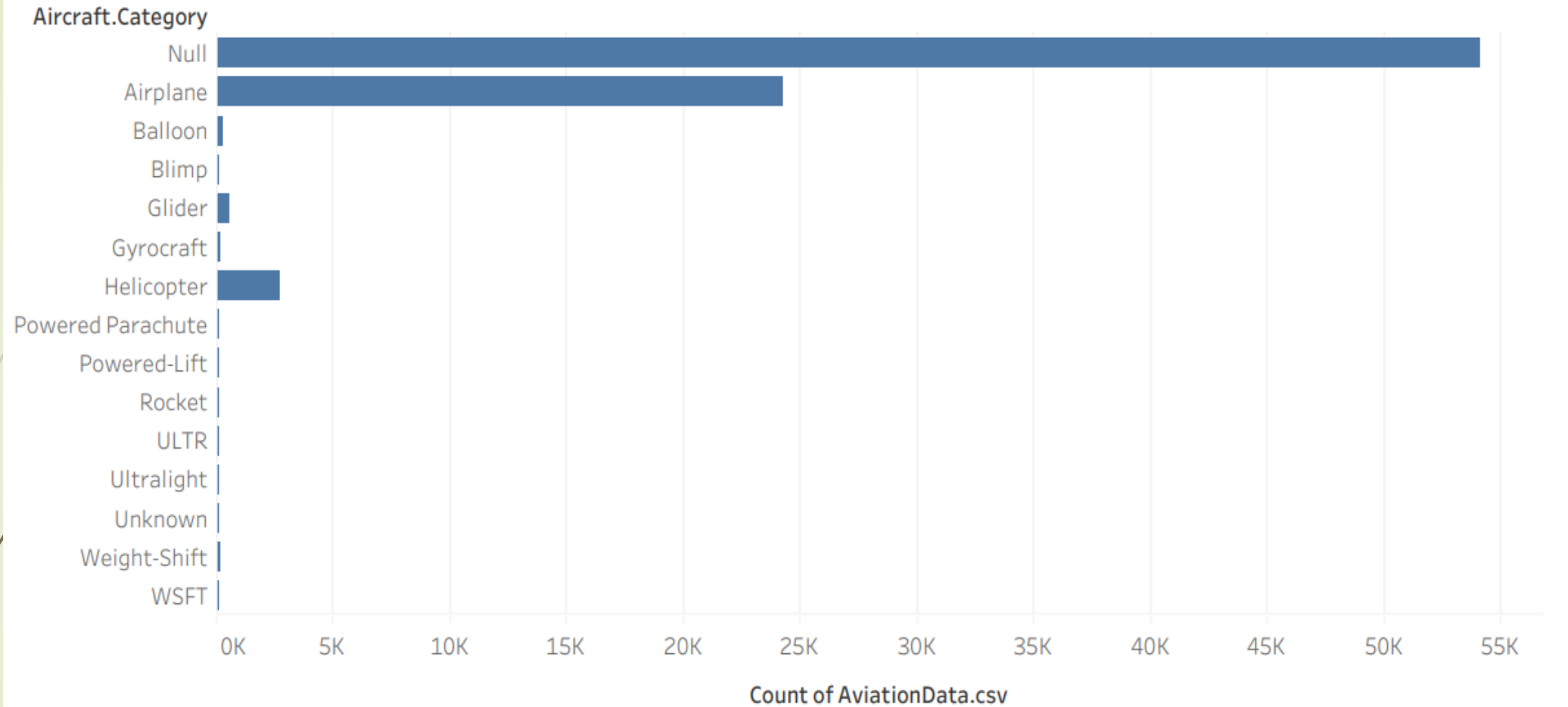
Our business goals comes from analysis of accident data by the NTSB aviation accident database. They include:

1. Realizing the seasons when most accidents occur- to mitigate weather risks.
2. Identify the safest Aircraft model for Investment – to help us align and apply for the best insurance policies.
3. Gain competitive Advantage and customer trust.
4. We will also identify the most profitable routes.



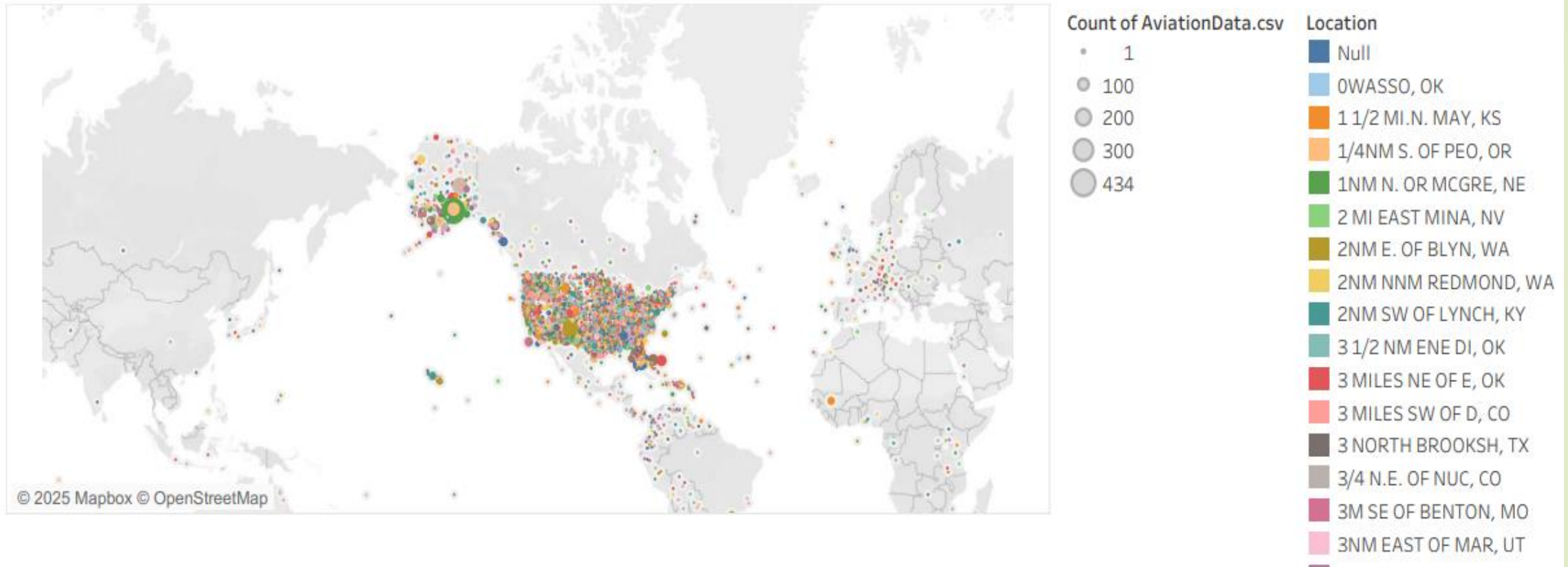
The bar graph used shows the number of weather related accidents per season.

Accident count by Aircraft Category



This bar-chart shows the distribution of aircrafts that have been in accidents in the years affore-mentioned.

Geographical Hotspots



According to our world distribution map, a large concentration of accidents happen in The United States. This would mean a lot of travelling hence would be a good hub for our airlines.



Explanation continuation:

- According to the weather and seasons graph, a lot of accidents were seen to happen during the summer period. This would be due to hurricanes which would mean a regulation of routes with those weather conditions.
- The United States is a big global hotspot for air travel followed closely by South-East Asia. These are routes that would prove to be explored.
- The most common aircraft for commercial travel are the Boeing and Airbus with both having different models being at each end of the safest or most risky aircraft for travel depending on the number of fatal accidents.



Recommendations

- Fatal accidents are most common during cruise and approach phases, especially in poor weather (IMC). Therefore, Enhance pilot training
- General aviation (small planes) dominates accident counts, but commercial turbo-fan aircraft have higher fatality rates per incident.
- Geographic hotspots like California, Texas, and Alaska require targeted safety measures, which will be achieved by Investigating regional trends.

All in all, by leveraging these insights, stakeholders can reduce risks and improve aviation safety protocols.

Implementation

➤ (Year 1): Commercial Airline Launch

➤ Q1-Q2:

- Secure financing and finalize aircraft leases.
- Lease **2 Airbus A320neo** aircraft (source: Airbus market data).
- Hire/train **12 pilots** (FAA-certified training programs).

➤ Q3-Q4:

- Obtain FAA/regulatory approvals.
- Establish base operations at a hub airport
- Launch inaugural routes (focus on high-demand domestic routes).

➤ **Key Milestone:** First revenue flight by Year 1 end.

➤ Phase 2 (Year 2): Expansion & Private Jet Services

➤ Q1-Q2:

- Evaluate Phase 1 performance; adjust routes based on demand.
- Add **private jet operations** (e.g., Citation XLS or Embraer Phenom 300).
- Partner with luxury travel agencies for charter services.

➤ Q3-Q4:

- Expand fleet by 1-2 additional A320neos (source: Boeing/Airbus delivery reports).
- Enter international markets (e.g., Mexico/Caribbean).

➤ **Key Milestone:** Achieve profitability; 80% fleet utilization.



References

1. Aircraft Leasing Costs: Airbus/Boeing list prices (110M/A320neo;110M/A320neo;20M/year lease).
2. Pilot Training: FAA estimates (\$150K/pilot over 6 months).
3. Market Demand: IATA reports (domestic travel growth at 5% YoY).

Contact information: perpetualakwiri@gmail.com