

# Start up support and development of Equatorial Congo Airlines (ECAir), the new national carrier of the Republic of the Congo, Brazzaville



## Equatorial Congo Airlines, Republic of the Congo

### Project description

Lufthansa Consulting supported the government of the Republic of the Congo, Brazzaville, in the successful launch and start up of the new national airline Equatorial Congo Airlines, ECAir.

After completion of the business planning, the experts of Lufthansa Consulting effectively accomplished the set up and implementation of the business model.

In cooperation with PrivatAir and Lufthansa Technik, ECAir launched its domestic scheduled operation in 2011. The opening of the international services to France in 2012, successfully concluded the project.

### Our services

- Detailed business planning including implementation concepts, organizational set up and process implementation
- Management team to successfully build up the base for the scheduled operation and develop the business
- Management of the business cooperation with PrivatAir and Lufthansa Technik
- Set up of the domestic and international operation including all commercial concepts and processes
- Start up licensing (IATA, ICAO, etc.), designation, traffic rights, slot coordination, commercial cooperations
- Implementation of Amadeus Altea
- Preparation and organization of operational and commercial training for local staff

### Benefit for the client

- Feasibility study for the start up of a new national airline
- Solid business plan as a base for investor communication
- Implementation support on an international best practice basis
- Development of an organization with local staff, supported by experts, with knowledge transfer during the implementation phase
- Professional representation and introduction of ECAir on the international aviation market
- Initiation of commercial cooperation with international airlines
- Professional business launch including best practice oriented operational, financial and commercial structures and processes to enable a long-term and sustainable business development