

Our Approach – Your Benefit

The air cargo activities of a combination carrier are multi-faceted and inextricably interwoven with many other aspects of the airline's organization and operations. Unless our clients have already identified specific areas of their cargo business that need attention, Lufthansa Consulting proposes to begin with an assessment that creates a clear picture of their current cargo business and derives customer specific, target oriented improvement recommendations including priorities, tentative schedules and expected benefits such as:

- Transparency of cargo's contribution to corporate results
- Improved cargo revenue from better utilized uplift capacity and enhanced sales performance
- Improved customer satisfaction from better services and network
- Cost reduction from streamlined processes

In subsequent improvement projects, all solutions are developed exclusively for and in full cooperation with our clients. And when it comes to implementation, we are ready to accompany you all the way.



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Cargo Revenue Management
Cargo Network Development
Air Cargo Development for
Combination Carriers · Business
Unit Strategy Development
Improved Capacity Utilization
Cargo Sales Performance
Improvement · Belly Pricing
Structures · Market Potential
Analysis · Network Quality
Standards · Bottom Line
Contribution

Get more out of your air cargo business

The pronounced focus many combination carriers put on their passenger business, results in their cargo divisions not achieving their full potential and leaves market opportunities unused.

But cargo's value contribution can be more than incremental revenue from an incidental by-product. The lower volatility of demand for air cargo services helps you to stabilize corporate results in times of reduced passenger demand while the, on average, higher growth rates of the cargo market bear interesting future development perspectives. And why should you make less than optimal use of your aircraft belly space in the first place?

Lufthansa Consulting can help you make the most out of your cargo business by devoting our skills and experience to your individual requirements.



Exploit the options at hand

Pulling the right levers will result in commercial and intangible improvements with positive effects on your bottom line and market position. The following is merely a selection of the opportunities waiting to be exploited.

■ Strategy definition

Developing your strategy and mission statement in a structured manner not only provides your cargo business with purpose and orientation, but also with profound knowledge of your market environment and your own organization.

■ Increase marketable cargo capacity

Using flight specific passenger forecasts instead of maximum passenger figures to determine possible uplift capacity and special operational procedures for weight critical flights often leads to a substantial increase in cargo capacity available for sale.

■ Cargo network planning

Closing gaps in your cargo network through capacity agreements with selected partners allows you to serve destinations that your customers demand beyond your own passenger network.

■ Sales performance improvement

Carefully planned acquisition, value based client management and a sales force with an incentive to do their best result in making your cargo sales more effective.

■ Cargo revenue optimization

Demand based pricing structures and revenue management allow you to get the most out of your network.

■ Reduction of processing times and mishandling rates

Workflow oriented processes and organizational structures plus the use of appropriate technologies improve performance, reliability and accountability.

■ Improving customer satisfaction

Establishing regular client communication and true commitment to keeping your promises makes for satisfied, loyal customers.