



Primăria Municipiului Oradea

Direcția Economică

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Annex no. 2

STRUCTURE OF THE BUSINESS PLAN

1. Details about the company

It will contain: company name, address, contact details and any other relevant information such as number of employees, fleet, vision, mission, values, company history, legal issues.

It must provide clear information about the company, the services provided, concrete data on the market potential, the volume of expected sales, the level of profitability, the qualification of the staff, etc.

The following will be attached:

- The financial situation of the company audited on 31.12.2019
- History of the situation of the flights operated in the last 5 years

2. Market and industry analysis:

The clearest analysis of the relevant industry and market by indicating the current state of the market, as well as the most important trends, major players, direct competitors, market segments, etc .;

The analysis will be made specifically at Oradea Airport so as to reveal the relevance of the proposed flights.

3. Business description

This chapter must include the proposal of the routes to be operated from Oradea Airport, the operating frequencies, operating hours, the aircrafts to be used and their capacity, the expected traffic levels and the estimated number of passengers to be generated in a the period of 1 year from the receipt of the state aid and the way in which the aid influences the resumption of air traffic.

It should also present how the company estimates that the aid received will compensate for the need for liquidity so that its activity is carried out in good conditions at Oradea Airport;

4. Operation plan:

It will include a description of how the operation of the flights will actually start.

Information such as existing logistics, strategic partnerships (contracts with airports, for example), legal issues, facilities, necessary insurance, deadlines, are needed

This part must be as accurate as possible, and it must include concrete data.

The necessary resources used must be mentioned, and proof of their existence must be provided:

- number of aircrafts available for the proposed flights;
- own reservation and payment system;
- transport license;

5. Marketing plan:

It must contain a clear strategy, with concrete objectives, with an action plan, given that the beneficiary has the obligation, according to the scheme, to take all necessary measures to ensure the viability of the flights, by promoting them in order to remedy the difficulties as soon as possible.