



## Commercial Aspects of Aircraft Maintenance

### Who should attend?

- Professionals from sales, after-sales or design office departments, working for airframe, engine or equipment manufacturers
- Professionals from airlines and lessors who are involved in aircraft maintenance

### How will I benefit?

- Transform industry knowledge into practical know-how
- Understand the dynamics and demand of the maintenance marketplace
- Learn how to position yourself to your advantage and think like a successful MRO
- Learn how to make decisions in a maintenance organisation
- Learn how to manage Performance-Based Contracts
- Identify ways to improve maintenance operations
- Get to grips with metrics and mechanisms
- Understand the rationales of "make or buy" policies

### What does the course cover?

- Analysis of maintenance business
- Market demand and airline business models
- Make or Buy, Decision-making
- Value Proposition development
- Managing resources & capacity
- Optimising maintenance activities
- Performance Based Contracts
- Managing partnerships and competition
- Cost control and revenue streams
- Managing customer satisfaction
- Setting up a maintenance organization
- The future of maintenance

**Virtual Classroom:** 5 half-days over one week

**Language:** English

**Course fee:** € 980 / ¥ 7,800

(EUR price excluding V.A.T)

For in-company solutions, please contact our Business team: [grace.nie@airbus.com](mailto:grace.nie@airbus.com)

Full payment must be received 4 weeks prior to the session.

**Cancellation Policy:** We require four weeks written cancellation notice prior to the start of the course. After this period, we will charge cancellation fees as follows:

Two to four weeks prior to the start of the course = 50% cancellation fee. During the two weeks before the start of the course or in the case of a No-show = 100% of total amount will be charged. Please note that name changes are accepted at any time. AirBusiness Academy reserves the right to cancel any course up to four weeks prior to course commencement. A full refund of the course fee can be provided upon written request.

AirBusiness Academy will not be liable for any other expenses incurred by course participants (i.e. airfare or hotel charges)



## 从商业层面谈飞机维护

### 培训对象

- 机身、发动机、设备制造商的销售、售后或设计部门人员
- 航空公司和租赁公司的飞机维修人员

### 培训目标

- 将行业知识转变为实践经验
- 了解维修市场的动态和需求
- 学习如何根据自身优势做出定位，像成功的 MRO 一样思考
- 学习如何在维修机构中做出决策
- 学习如何管理绩效合同
- 识别提高维修运营的方法
- 掌握指标和机制
- 了解“自制或外购”政策的合理性

### 培训内容

- 分析维修业务
- 市场需求及航空公司经营模式
- 自制或外购，做出决策
- 价值定位发展
- 管理资源和运力
- 优化维修活动
- 绩效合同
- 合作与竞争管理
- 成本管控及收入来源
- 管理客户满意度
- 建立一个维修机构
- 维修业的未来

**线上培训：**5 个半天持续一周，英文授课

**全价：**€ 980 / ¥ 7,800

**(仅人民币价格包含增值税)**

**欲寻求企业内训，请联系我们的业务团队：[grace.nie@airbus.com](mailto:grace.nie@airbus.com)**

课程费用应在开课四周全额付清。

**取消政策：**如需取消课程，请在课程开始前四周提交书面通知；如已不足四周，我们将按照以下标准收取费用：

课程开始前四周到前两周之间取消，收取 50% 的费用；课程开始前两周内取消或没有出席课程则按全价收费。请注意，您可以随时更换参训人员姓名。航空商务学院保留课程开始前四周取消课程的权利。届时课程费用将会按照书面要求全额退回。航空商务学院对参加课程的学员产生的其他费用（如机票或酒店费用）不予承担。