

لوجوس إنترناشيونال ذ.م.م.
إستشارات طيران . فكر جديد



Company Profile

LOGOS International limited

*A partner with InAvia aviation consultants GmbH for Africa & Middle East,
An authorized member of Boeing consultants for beginner carriers*
29, Dr. Abdel Hakim El Refaie Street | Nasr City VIII | Cairo - EGYPT
Tel : +202 2273 6615 | e-mail: info@logos-eg.com | www.logos-aero.com

Company Profile

LOGOS is formed in Egypt in 1999, specialized in performing commercial and economic consulting for developing airlines and airports in particular and serve the aviation and travel services in general. In order to cope with the expansion of our business we have upgraded the legal form of the company to become a Limited Liability Company in 2009.

In 2016 **LOGOS** has been selected a member of a worldwide aviation consultancy team under the umbrella of the German company **InAvia** Aviation Consultants GmbH. The team has been officially appointed by the giant aircraft manufacturer **Boeing** to conduct feasibility studies and evaluate customer start-up Airlines

Our company has three main divisions,

- **Aviation Consultancy**
- **Aviation Supplies**
- **Ecologic & Innovative Products**

Aviation Consultancy Division Profile

The listed areas of consulting are just examples,

Strategic Planning: Strategy is essential for the future of aviation. Only a precise planning offers the chance to survive and expand in a dynamic world. We can support you in the determination of a long-term strategy and corporate policy.

Marketing: Starting from a SWOT-analysis, we develop conceptions to enable your business to operate successfully in your market segments, to materialize existing potential and to gain additional market share.

On this basis we support you with product design and pricing as well as efficient distribution channels.

Controlling: Companies without an efficient controlling will not survive in the long term, since there is no precise management control.

Starting from a well-organized revenue and financial accounting with the help of a modern, multi-level economic analysis, we will support you to set up an internal controlling system as early warning tool.

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Economic Analysis: A well-organized economic analysis is the most essential precondition to an efficient management. The introduction of an economic analysis unit should have absolute priority within a company. We can also support you setting up a route profitability calculation. We take care to set up an economic analysis and controlling unit that accompanies the project from the beginning or at any point during operation to secure efficiency of organization and quality of work carried out.

Information Systems: It is a vital tool for operation and management; we are offering this type of service in co-operation with specialized German consultants.

Commercial Agreements: During our consultancy for different airlines we very often experienced that agreements with partner companies are deficient, take advantage of one of the two signatories or both parties calculate (revenue) data without a common base.

To avoid losses in revenue caused by insufficient contracts our business partner InAvia Aviation Consultants GmbH has developed several packages of agreements that are being offered to airlines at very favorable conditions. The aim of all agreements on offer is to reduce airlines' costs (Ground Handling Agreement), keep liquidity in-house (Barter Agreement) or establish common and fair accounting practices between the signatories. Regional carriers who operate in a feeder role may achieve additional revenues with carefully drafted and negotiated Special Prorate Agreements (SPA).

An accurate drafting of all agreements who take reference to revenues are essential to each carrier, because only part of a sentence may decide about payment or non-payment of large amounts of money. Once a contract is signed, it is very hard to renegotiate it in order to achieve better conditions of contract or to terminate it before the initial period of validity expires.

Agreements have been checked by a lawyer and are being kept up to-date. Only the changeable articles of the agreements must be negotiated.

Training: Is an important tool to improve the outcome quality of the employees. Logos, in co-operation with some International business partners offers a variety of training programs i.e.: language courses, commercial courses, management courses, pilot training and simulators.

New patented programs

Profitti Program: Is a new program developed by LOGOS International to increase non-aviation revenues to airlines. We offer sponsors for headrest covers, airsickness bags, tray tables, overhead bins, interior partitions and walls, overhead bins aircraft fuselage and aircraft tail. All can generate valuable revenue for airlines

Elixir Program: a highly advanced and accurate HR tool for selecting new staff members, evaluating the personnel, observing talents and leadership, building up working teams, planning proper training for each personnel, saving money and improving quality and efficiency of work

Aviation Supplies Division

Aero-supplies division has also succeeded in a very short time - to co-operate with the majority of Egyptian carriers in addition to some Arab carriers (e.g. Egypt Air, Yemen Airways, Sudan Airways, Shorouk Air, PAS, Lotus Air, AMC, Air Cairo, Midwest, Orca Air & Scorpio Aviation) in which we provided wide range of in-flight & cabin care products, Chemicals for maintenance and cabin as well as spare parts.

Our range of products covers the following items which are produced either in Europe or inside our facilities in Cairo.

- Flight planning programs
- Cargo Handling Equipment
- Spare Parts
- Seat cushions
- Seat fabrics
- Headrest covers
- Pillows
- Pillow covers
- Blankets
- Refreshing towels / Hot & cold towels
- Tray mats (non-slippery)
- Airsickness bags
- Tea & Coffee pots
- Safety cards
- Cabin crew manuals , Pilot check list/ handbook
- Chemicals (air fresheners, insecticides...)
- Chemicals for maintenance purposes
- Cabin interior paints (patent pending)

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References:

During five years of operation the *consulting service division* has succeeded to gain a valuable confidence of reputable Egyptian and International carriers / airports in which we provided wide range of economic and marketing studies/services.

Airlines:

- **Raslan Air Services** – Feasibility Study & Economic Analysis (Cairo, Egypt)
- **Petroleum Air Services (PAS)** - Market Study (Cairo, Egypt)
- **Midwest Airlines** – Feasibility study for L1011 cargo (Cairo, Egypt)
- **SpaceWorld International** – Economic evaluation and route analysis (Ostend, Belgium)
- **Orascom Aviation:** Technical consulting and JAR 145 Certificate upgrade (Cairo, Egypt)
- **First Air:** Commercial consulting and planning (Khartoum, Sudan)
- **Smart Aviation:** Initial Route Network Study (Cairo, Egypt)
- **Banque Misr:** Aircraft Inspection and Evaluation for Cairo Aviation fleet (Cairo, Egypt)
- **ICG:** Aircraft Inspection and Evaluation for 2 Aircraft of Air Cairo A320 fleet (Cairo, Egypt)
- **Smart Aviation:** Time management for commercial activities including set-up of company strategy, commercial policy, pricing criteria, business development, creation of a comprehensive commercial manual, set up of Commercial organogram, networking, route study and other organizational development/ improvement.

Airports:

- **Cairo International Airport (Egypt)**
- **Egyptian Airport Company (Egypt):** Development of ideas and options for the future development and use of 3 Egyptian airports, Borg EL Arab, Port Said and 6th, of October. The report included evaluation of the present situation and scenarios of development.
- **Fraport AG - (Egypt):** Hub Development Strategy for Cairo International Airport - Passenger & Cargo. The study was prepared for the Egyptian Government on behalf of Fraport AG - Egypt Branch as part of their management contract for Cairo International Airport
- **Frankfurt Hahn Airport (Germany):** Marketing the Airport in Middle East and African countries to develop traffic
- **Hochtief Airports - (Essen - Germany):** Support evaluation, study and selection of airports for investment and managing in Egypt

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Handling Companies:

- **ACL (Germany):** Marketing the handling services in some Middle East and African countries

Governments:

- Jordanian Tourism Authorities (Jordan)

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