

Our Fields Of Expertise

AFRAA Consulting provides a wide scope of in-depth airline industry experience to African airlines geared to attain sustainable airline operations in Africa.



Airline Restructuring

- Airline's general organization (organogram, job description, etc.)
- Airline's turnaround & restructuring plan
- Strategy & Business plan preparation
- Business plan follow up and monthly reporting



Training

- Assistance in crew recruitment and training



Finance

- Aircraft financing Revenue account system Routes profitability



Technical & Operations

- Airline's maintenance and engineering organization
- Fuel Management
- Maintenance cost-management
- Ground operations management
- Optimisation of ground handling contracts



Safety

- Airline's Quality system Gap analysis to prepare IOSA and ISSA



Commercial

- Airline sales and distribution
- Revenue management system
- Quality of service to passengers (ground and air)
- Fleet & Network planning
- Alliances & Industry Affairs
- Frequent Flyer Program design, benchmark and improvement
- Management dashboard (internal data intelligence)
- Sales planning & Marketing Management



Contact us

African Airlines Association (AFRAA)
P O Box 20116 Nairobi 00200 - Kenya
Mr. Japheth Okemwa
Email: jokemwa@afraa.org
Tel: +254 20 23 20 144 / 23 20 148
Office mobile: +254 72220978
Website: www.afraa.org

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Consulting

“Better skies for Africa”



Objectives

AFRAA as an association has the following strategic objectives:

i. Safe, secure and reliable air transport

- ➔ Promote the industry best practices to support safe, secure and reliable air transport in Africa

ii. Enhance the visibility, reputation and influence of African Airlines in the global Aviation industry

iii. Sustainable air transport

- ➔ Advocate for the reduction of costs of air transport services in Africa by reducing taxes, fees and charges
- ➔ Strive for the implementation of cost-effective Human Resource Development
- ➔ Lobby for market access to increase revenues and enhance connectivity for the aviation sector in Africa

iv. Cooperation

- ➔ Undertake the implementation of joint initiatives aimed at reducing operating costs for airlines, increase revenues and market share

v. Data intelligence

- ➔ Become a hub for data, intelligence and expertise on the African Aviation Industry

AFRAA Membership

Comprises of all the major intercontinental African operators and the Association's members represent over 85% of total international traffic carried by all African airlines.

Joint Projects

The Association has set up Task Forces/Steering Committees as the vehicle to reduce airline costs, increase their revenues, address members' common interest and adopt industry best practices. These include:

- | | |
|-------------------|-----------------|
| ➔ Fuel Purchase | ➔ Distribution |
| ➔ Route Network | ➔ Training |
| ➔ Coordination | ➔ Technical and |
| ➔ Ground Handling | ➔ Operations |
| ➔ Cargo | ➔ Aeropolitical |

Our Unique Advantage

The African air transport experts with 51 years of presence in the African airline industry. We are backed by expert consultants specialized in the Transportation and Infrastructure sector, with wide expertise in the Aviation sector (airlines, airports, ANSP) and specifically in Africa.



AFRAA in brief : Founded in 1968

In the last 50 years, AFRAA has been instrumental in developing and articulating air transport policy issues in Africa and helping to build a formidable industry.

AFRAA lobbies African Governments, the African Union, the African Civil Aviation Commission and other regional and sub-regional organizations on actions to be taken to develop an efficient air transport system. AFRAA has been a catalyst for major aviation policy decisions in the continent.

Vision:

A sustainable, interconnected and affordable Air Transport industry in Africa where African Airlines become key players and drivers to African economic development.

Mission:

To promote, serve African Airlines and champion Africa's aviation industry