

Case Study: **U.S. Government Aviation Support**

Challenge: A major U.S. aerospace manufacturing company was seeking business expansion opportunities while facing declining hardware sales and a shifting contracting environment for government aviation services.

Solution: DBS interviewed field aviation support center personnel to determine gaps in existing services, interviewed client's hardware customers for service needs, examined competitor's products for support potential, defined methods for participating in current and future support environments and identified specific opportunities for role expansion. A theme, "Harvesting the Franchise," was developed as a logical extension of hardware sales.

Results: The client accepted DBS' recommendations to establish a service and support business unit and consequently garnered major support contracts.



Defined Business Solutions

Connecting Innovation, Industry & Government

1701 Pennsylvania Avenue NW Suite 300
Washington DC 20006
www.definedbusiness.com

202-683-2021

©2008 *Defined Business Solutions*