

## THE STRUCTURE OF THE BUSINESS PLAN

### 1. Company details

It will contain: Company name, address, contact details, legal representatives 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 market potential, expected sales volume, level of profitability, staff qualification, etc.

The following will be attached:

- The financial statements of the company audited on 31.12.2019
- History of the flights operated in the last 3 years

### 2. Market and industry analysis

The clearest possible analysis of the industry and the relevant 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 for the Maramureş International Airport, so as to reveal the relevance of the proposed flights.

### 3. Business description

This chapter shall include a proposal for external routes to be operated from Maramureş International Airport, operating frequencies, operating hours, aircraft to be used and their capacity, expected traffic levels and the estimated number of passengers in a 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 be presented how the company estimates that the aid received will compensate for the need for liquidity so that its activity be carried out in good conditions at Maramureş International Airport.

### 4. Operation plan

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

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

This part must be as accurate as possible, to include certain 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 viability of the flights, by promoting them in order to remedy any difficulties in the shortest time.