

Pure **performance**  
Absolute **precision**



# Our Solutions

## About Fredheim International

We specialise in aviation and offer consulting services to clients in the aviation industry. We are independent and support the owners, the board and the management at all levels in their decision making process and daily work. Since 1985 assignments have covered all areas of aviation including:

- Support with start-up, and feasibility plans
- Management assessment and efficiency programmes
- Strategy development
- Projects within commercial, operational, fleet and asset, and logistics management
- Top management assistance in connection with alliances-, partnerships- and labour negotiations
- Interim management

Through extensive experience at CEO, COO and VP levels, we have proven in-depth knowledge and broad understanding of the industry. Together with our network of consultants we offer expertise in all areas of aviation. Each client is unique and every assignment is special. A close cooperation with the client is essential for our commitment to provide appropriate and tailored solutions and advice to management and boards of directors.

## Assessment

We offer in-depth assessment and analysis of the whole organisation or of separate functions and departments. To support the work we have developed our own assessment system. The assessment is performed in close cooperation with the management and the organisation. A comprehensive report highlighting strengths and opportunities as well as weaknesses and threats will be presented.

## Efficiency Programmes

Based on the result of in-depth assessment of the entire company, individual functions or departments, we present a detailed efficiency plan. The plan will focus on profitability and include objectives, strategies and detailed actions. It will include revenue improvements, cost reductions and higher efficiency leading to improved profitability and customer focus. The efficiency plan is developed in close working cooperation with the management and the organisation. To facilitate implementation of the efficiency program, we offer support with project management.

## Co-operation with partners

We offer to identify, evaluate and recommend different alternatives and potential partners. We can assist and participate in negotiations with airlines or alliances. We have extensive own experience and knowledge in global airline cooperation in many fields such as mergers, joint ventures, partnerships in addition to code share arrangements and Interline agreements.

## Commercial Management

We provide knowledge and expertise in commercial matters and help to develop or refocus business strategies to improve the competitive position. We also assist in the specific areas of:

- Scheduling and network planning
- Pricing, revenue, yield management and web competitiveness
- Marketing strategy and programs
- Brand, image and corporate identity
- Distribution and sales strategies
- Air cargo services
- Maintenance services
- Ground services

## Operational Management

We provide all services in the area of operational matters of airline management, e.g.

- Flight and cabin operations
- Technical and ground operations
- Safety & Security
- Traffic execution

## Fleet Management

We offer a range of services in the area of fleet management including assessment of present fleet, studies of potential aircraft, purchase and lease of aircraft and JAR-OPS requirements.

## Interim Management

We provide interim management with qualified and experienced managers for managerial positions at all levels. We offer complete airline managements and individual department managers in an executive or operational function. For operational management positions we can offer nominated post holders with approved JAR qualifications. An interim assignment can be short or long term.

## Start-up Support

To start a new airline in today's environment represents both opportunities and challenges. We have experience from starting airlines and may provide advice on

- In-depth evaluation of the project
- Required financing
- Business plan
- Commercial matters
- Operational matters
- Management support

## Fredheim International's management

Our management has more than 100 years of senior international corporate aviation experience working with multicultural teams across Europe, Asia and USA. We understand what is needed to create value and achieve optimal results from today's aviation professionals. We have Airline CEO, COO and VP experience, and as consultants been working with Boards and Senior Management in several airlines including flag carriers as well as regional airlines. Our experience and management skill sets enable us to effectively understand the aviation business of today and its challenges and thereby provide value to our customers.

Our partner network comprises competencies within e.g. asset management, financing, maintenance. Our partners within strategic development provide us with more than 80 well qualified consultants ready to serve our clients worldwide.

## Executive Management Credentials

### Kjell Fredheim

Chairman and founder of Fredheim International

- More than 40 years senior executive experience from the airline industry and the senior executive consulting business
- Former COO of SAS Group
- Former CEO of the Finnish carrier Blue1 including its start up
- Former CEO airBaltic
- Board member of European Regional Airlines (ERA)

### Trond Fredheim

Senior Partner

- More than 25 years experience from the Aviation Industry from Scandinavia, USA, Europe and Asia
- COO of SAS International
- COO of the Finnish carrier Blue1
- Regional Director for Airline Operations in Asia & Pacific

### Teddy Zebitz, MBA

Managing Director & Partner

- More than 25 years experience from the aviation industry from Scandinavia, USA, Europe and Asia
- Vice President SAS Cargo Group A/S responsible for Revenue Management, Operations, Network, QA and Commercial
- Regional Director Operations Asia & Pacific
- Flight Operational Officer (FOO)
- Member of Government Think Tank, and Board experience

## Points of Contact

### Denmark (Head Office)

Strandgade 4B  
DK-1401 Copenhagen K  
Denmark

Phone: +45 23222499

Fax: +45 33140456

e-mail: [info@fredheim-int.se](mailto:info@fredheim-int.se)

### Sweden

Gamla Kyrkvägen 19  
SE 182 53 Danderyd  
Sweden

Phone: +46 8 755 22 35

Fax: +46 8 755 37 74