



Carson Helicopters Inc.

International Part Sales Initiative

Corporate Overview

Carson Helicopters has been in operation since 1957. Since establishment, the corporation has a wide range in operation and function. From technical applications of aircraft maintenance to the unique design behind next-generation modifications, the company has a great deal of experience in aviation. Leading through cutting edge innovations, Carson's industry niche is identified through maximizing the capabilities of legacy aircraft while designing an aircraft that is most cost-efficient compared to its competitors.

Objective

While Carson has proved to create next-generation components that drive safety and performance, the company's fleet of S-61 are not the only marketable asset of the company. Currently, Carson's hangar is composed of a transmission, engine, rotor head, and mechanic's shop. In addition, the company also operates an entire warehouse, with over 30,000 unique S-61 parts. While the corporation has built a network of industry connections in the United States, increased opportunity exists through extending part sales into the global market.

Strategy

To maximize Carson's ability to sell helicopter parts internationally, the company must run through a process of analysis. By evaluating company resources, Carson can first understand what its inventory size is and what it is capable of selling. Secondly, the company must identify industry competitors who currently hold a focus in international helicopter part sales. By evaluating the competition and its sales tactics, means of leveraging Carson above the competitors becomes clearer. Then, Carson will undergo a process of evaluating what its current outreach is. By identifying international part sales, the corporation has made in the past, how successful they were, and in what ways they can be improved, the ability to build on current efforts is better recognized. Lastly, the evaluations made will be used to create a strategized marketing approach. Ultimately, clarification will be made on the company's most attainable outreach. By understanding the exact target, unique deliverables and forms of strategic communication can be made to tailor towards the potential client.

Target Audience

To maximize potential sales outreach through a larger scope, several conclusions can be made on who Carson's target audience will be and in what ways we will perform outreach.

Primary Audience

Global S-61 Operators

United Kingdom – British International Helicopters

South Korea – Air Palace, Helipeace, Woorhi Aviation

South Africa – Titan Aerospace Group

Canada – KVH, VIH, CarrierGroup, Coulson Aircrane

Indonesia -- ???

United States – WithRotor Aviation

Current Initiatives

Currently, Carson holds a significant inventory of part sales for the S-61 models and its variants. While strong relations have been formed within countrywide sales, international sales have the potential to increase part sales substantially.

The company operates a series of media channels, from its webpage to its LinkedIn, Facebook, and YouTube outlets. While the company currently provides content for its users consistently, a lot of its deliverables have

held focus on industry abilities. In addition, its website does not account for all of the aircraft parts they are able to provide to consumers.

Evaluation

Strengths:

- Large range of aircraft parts
- Growing media outlets
- Evolving webpage
- Ability to create unique deliverables
- Devoted divisions working to enhance aircraft parts
- In=depth understanding of S-61 aircraft

Weaknesses

- Lack of information provided on part sales provided
- Limited marketing material provided on aircraft part sales
- Unfamiliarity with international operators- military and civil
- Smaller sales division

Opportunities

- Expansion into bigger global market
- Widening range of global relations and partnerships
- Strengthen current abilities of sales force through strategic planning and execution
- Increase company revenue through an increase in part sales
- Expand reputation and operations of Carson on a global basis
- Extend current media coverage through highlighting the variety of part sales provided, creating broader range of content, and expanding audience interest with new market reach

Threats

- Competition has relations and familiarity in global market
- If Carson does not act in creating stronger awareness around part sales, competitors will
- Continued sales from competitors will make it more difficult for Carson to sell their current inventory of part sales

Competitors

U.S. Aerospace Corp.

<http://www.usaerospacecorp.com/sikorsky-s-61-helicopter-aircraft-parts-repair-maintenance-overhaul-mro-page-3/>

US Aerospace Corp marks themselves as an aviation servicer providing aftermarket MRO services to the global aviation industry.

Market: Regional Airlines, Government Contractors, Commercial Operators

Presence: Weak

Currently, US Aerospace has not excelled in its efforts to market products and services. With minimum activity on media pages, following is low. Overall design and marketability appear to weak, however the company does provide detailed lists under specific aircraft modifications on its website, giving the consumer in-depth information on what they provide to the aircraft. In addition, US Aerospace Corp's website lacks creativity and design. While overall design and forms of mass media present minimum quality, its MRO services have been provided to the following list of clients:

AAR Airlift
Aces Aircraft Maintenance
Action Aerospace Hardware, Inc.
AE&C Services, LLC
Aero 8, Inc
Aero Centro
Aero Defense & Industrial Supply
Aero Dymanix Inc.
Aero International
Aero-Mach Labs
Aeronaves TSM
Aero Technical Components
Aero Zambia
Aeronautical Support, LLC
Air Evac EMS
Aircraft Check Services
Airline Spares
Airmark Components
Airparts Company Inc
Alpha Aircraft Services of America Inc.
Ameriflight, LLC
AOG Global Response, LLC
Austin Aerotech
Avanti Aerospace, Inc
Avco Aviation Consultants
Aventure Aviation
Aviation Fabricators
Aviation Inventory Resources
Aviation Repair Technologies
Aviation Services of America
Aviatrix Inc.
B & G Industries
Baker Aviation
Bearskin Airlines
Berry Aviation
Black Swan Consulting
Bob Car Aircraft Sales, Inc.
C & L Aerospace
Carson Air
CATS, Inc
Central Jet Services
Commuter Spares
Comtran
Consolidated Aircraft Supply
Corporate Air
Corporate Aviation Service
Dallas Aviation Inc.
Defense Technology Equipment Inc.
DK Turbines, LLC
Dorali Services, Inc.
DRS C-3A & Company
Duncan Aviation1
Dyna-Tech Aviation
Dynamic Aircraft Consortium
Dynamic Aviation
Eads Casa
Eagleflite Ent
Executive Aircraft Maintenance
Fairbrook Leasing

Falcon Dynamics Inc.
FedEx Express
Flying Tiger Company
Format Aerospace
FTW Avionics
Helicorp
Hunter Aviation Support Services
IBC Airways
International Air Parts Pty Ltd.
International Parts Network Inc.
ISR Group
Itum *Corp*
JAS Aviation
Jet Midwest Technik
JL Aerospace
Kalitta Charters
Kimberly Crossett
Kolob Air
L-3 Vertex Aerospace
Lamar Aero, Inc.
Lambert Leasing
Lockheed Martin
M3 Technology
M7 Aerospace
Marc Gilbert
Martin Services
Maverick Airlines Inc
McMaster-Carr
McNeely
Med-Air, Inc.
Mesaba Airlines
MMV Evergreen Helicopters Inc
Newcal Aviation
Ocean Air
Owl Aerospace
Pace Enterprises
Pacific Solutions of America
Pai Canada
Partex, Inc.
Pat Aeronautics *Inc.*
Pen Air
Perimeter Aviation Ltd.
Pole Air Aviation
Precision Accessories & Instruments
Precision Avionics
Precision Electronics
Presidential Airways Inc.
Priority Jet
PSI
Quantum Global
Repman Co Ltd.
Rudy Rudeseal
SATAC, Inc.
Schmidt Aviation, Inc
Shore Electronics, Inc.
Sierra West Airlines
Sky Fly Universal Inc.
Skyteam International Co.
Southern Cross Aviation
Southwest Human Resource Agency
Stable Jet Services
Star Aviation LLC
Summit Aerospace
TAE Aviation Pty Ltd
TCI Corp
Team Aero LLC
Tex-Air Parts International
TK Aviation, Inc
Transportation Systems

Trustmark Checking
Twin Aviation
Unical Aviation Inc.
Uniglobe Aerospace
URS Federal Services
Vent Airlines
Wayneco Corporation
Werner Aero Services, LLC
Western Propeller
West Star Aviation Inc.
Wiggins Airways
Will Powell
Wilson Systems Enterprises
World Class Aviation
Worthington Aviation

HELI-One

<https://www.heli-one.com/supported-helicopters/sikorsky/s-61>

Market: Regional Airlines, Government Contractors, Commercial Operators

Presence: Moderate

Heli-One marks themselves as a leader in the maintenance, repair, and overhaul of several different helicopters. Able to provide unique repairs to components, they market themselves as capable of both providing part sales as well as repairing parts to salvage an aircraft component at a competitive price. Currently, its main form of user interface comes from its website, but they also operate a LinkedIn page that features consistent content (mostly centered around potential hires, new hires, and important highlights in the aviation industry. The corporation operates globally, and has facilities in Vancouver, Canada; Stavanger, Norway; and Rzeszow, Poland.

Listed Customers:

Bundes Polizei
CHC
Swedish Armed Forces
Forsvaret
Heliservicio
Inaer
Lider Aviacao
Lufttransport
The Finnish Border Guard
Pelita Air

Rotor Maxx Support

<http://www.rotormaxx.com/>

Market: Regional Airlines, Government Contractors, Commercial Operators

Presence: Weak

Rotor Mass Support is better identified as a logistics support company specializing in the overhaul of Sikorsky S-61/S-92 drive train components and engines. While the company emphasizes its ability to complete maintenance, repair, and overhaul services as well as part sales to operators on a global level, there media

pages and website provide limited information on the part sales available. The company's only existing media outlets include Facebook and LinkedIn. While its Facebook page is updated occasionally, its LinkedIn page has been identified as an unclaimed page. Currently its inventory is marked with significant limit on its webpage, only providing a select few aircraft parts with substantial limits in quantity.

United Aero Group

<https://shop.unitedaerogroup.com/>

Market: Military and Civil

Presence: Weak

United Aero Group LLC provides aircraft parts and equipment. Operating in a global market, the corporation provides a substantial number of parts for both aircraft parts themselves as well as some of the tools and materials needed to assemble a component. Currently, the company operates a LinkedIn page along with its main webpage. While the LinkedIn profile looks to provide updates on aircraft sales, partnerships, and facility insight, it's following is considerably low.

Current Markets:

United States

Brazil

Bahrain

Egypt

India

Jordan

Oman

Saudi Arabia

United Arab Emirates

Cambodia

Japan

Korea

Taiwan

Thailand

Vietnam

Australia

Brunei

Indonesia

Malaysia

Singapore

Competitor Evaluation

Strengths:

- Established relations with foreign markets
- Some have a larger following on media channels

Weaknesses

- Limited mass media coverage
- Current channels and webpages lack creativity and in-depth information
- More limits in parts provided

Opportunities

- Expansion into bigger global market through increased sales tactics

Threats

- Carson provides a wide range of part sales for the S-61 and its variants
- Carson has growing relations, media coverage, and an evolving workforce
- Carson is expanding its current abilities to design, certify, and overhaul aircraft

Comparative Conclusions

Both Carson and its competitors have their own sets of advantages and disadvantages. However, after analyzing current market stance of both Carson Helicopters and its competitors, it's clear to see that Carson has an opportunity to leverage above the competitor. By utilizing their growing media channels, and extending its current list of potential outreaches, Carson can grow awareness and relations in aviation part sales.

Leverage points:

- Extended experience working with S-61 and its variants
 - Reputable customer partnerships and relations
 - A large range of parts available for S-61 operators worldwide
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Execution Tactics

Carson Helicopters Inc. has the capability to take its current international part sales opportunity and significantly increase corporate reputation and revenue. To do so, the company must make a detailed action plan that highlights how the company plans to execute its sales tactics. Ultimately, the company will work through a strategized range of communication and media deliverables. To ensure that efforts are effective, the company will plan its courses of action, and develop a focus around its initiatives, creating a deeper meeting, which will have a bigger impact on the target audience.

Industry Drive

Carson is marked as one of the most experienced aviation company's when it comes to working on the S-61. Due to its long-lived experience completing operations, overhauls, and designing unique modifications to the helicopter, it exceeds its competitors through its ability to complete a series of industry functions. Ultimately, Carson's competitive advantage in this sales campaign resides through its experience with S-61s and its large inventory of the aircraft's parts. Through its growing media challenge, years of experience, and internal resources, they have capability to increase sales and relations above competitors following the same niche.

Corporate Message

Carson Helicopters should center its message around 1) the fact that they have completed a large range of operations with the S-61 and know the aircraft well above its competitors 2) has a strong drive to create parts and components that lead through performance, safety, and next-generation modifications, and 3) they have a large inventory that ultimately can equipped a company with every part they would need for full assembly.

Mission Objective

Extend and familiarize company with international part sales relations to sell our current inventory of S-61 parts.

Plans of Execution

Insight Sheet

Carson will compose a document that highlights all its current inventory.

Outreach Spreadsheet

The company will acquire a spreadsheet that highlights all its potential outreach, which given market standards, will mostly consists of commercial operators.

Generalized Content

Multimedia Video

Infographic

Extension of Webpage

PowerPoint