

Flying start

New entrant air cargo operator

“Ascend provided an invaluable contribution to the successful development of our business and continues delivering ongoing solutions to help maximise ROI on the aircraft and the services we provide.”

**Fathi Buhazza, President & CEO,
Maximus Air Cargo**



Industry
Air Cargo
Country
Abu Dhabi, UK

COMPANY PROFILE

Maximus Air Cargo is the largest freighter-only operator in the Middle East. Founded in 2005, the Abu Dhabi based all cargo aircraft carrier owns and operates a fleet of eight all cargo Antonov AN-124-100, Airbus A300-600RF, Ilyushin IL-76TD and Lockheed Hercules L382G aircraft. Its dedicated 130+ multinational workforce is part of the air cargo industry's finest in providing practical and cost effective solutions for aircraft lease and moving outsized cargo.

THE SITUATION

The complexities behind planning and launching a new air cargo service are immense. In early 2004, prior to launch, Maximus Air Cargo was looking for expert guidance to develop the start-up enterprise into a commercially sound and administered cargo airline operation. Specifically, the company required support in defining the business plan and developing a strategy to justify the investment required.

THE SOLUTION

Drawing on Ascend's knowledge of the air cargo market and proven track record in assisting new start-ups, Maximus Air Cargo was able to implement a viable launch strategy. There were several phases in the business solutions delivered by Ascend. The first phase included an initial feasibility study and in-depth market commentary. Ascend also provided expert assistance in understanding the issues surrounding Aircraft Type Certificates and Air Operator Certificates (AOCs). Subsequently, Ascend conducted a thorough audit of Maximus Air Cargo's organisational structure and their staff recruitment programme. Ascend delivered its recommendations to the management team together with a review of the company's income statement with accompanying proposals to help evolve the business.

THE RESULT

Today, thanks to the vision of the CEO, Maximus Air Cargo is one of the world's most profitable cargo airline operators, with revenues in excess of US\$47 million (2007). Winner of the Cargo Operator of the Year award (2008 Middle East Supply Chain and Transport Awards), Maximus Air Cargo continues to work closely with Ascend in areas such as portfolio reviews and appraisal projects.