

CONSULTANCY SOLUTIONS

Market analysis and forecasting

Opportunity favours the prepared mind

Which markets are primed for growth and which are in decline? Where should you plan to focus your resources and make key strategic investments?

Detailed market analysis and intelligent forecasts are the fundamental building blocks of successful strategic planning processes. By identifying and addressing the strategic issues impacting your future, Ascend can help position your business to compete effectively in tomorrow's markets.

Tailored to your specific needs, we identify markets, products and assets that offer the greatest return on investment and the best long-term growth potential.



How Ascend can help your business

Through our unique proprietary data sources, industry contacts and proven sophisticated modeling techniques, Ascend can help evaluate risks and opportunities and position your company for growth.

Our experienced team of international analysts brings together global forecasting expertise and extensive industry knowledge to conduct robust market forecasting and analyses for even the most complex projects.



Ascend: professional advisory services

- **Market trend commentary and analysis for investors and new start-up airlines**
- **Country traffic forecasts**
- **Airport traffic forecasts**
- **New product analysis**
- **Strategic business planning**
- **Market opportunity assessment**

We deliver unrivalled analytical and forecasting skills to align your business to changing markets to achieve successful business planning