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# *Turning an airport's vision into reality*

Achieving the new OAMC 5-year Strategic Plan

*Growing gateways to beauty and opportunity*

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the PERFORMANCE  
**FACTORY**



STRATAGEM  
CONSULTING

# Worldwide Airport Management Solutions

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- *Dedicated* team & unsurpassed *network*
- Management *experience* built on practice at Amsterdam Airport Schiphol
- *Supporting* airport management in *strategic* questions & *practical* solutions
- Our *strength* lies in knowing your business, as ***we speak airport***

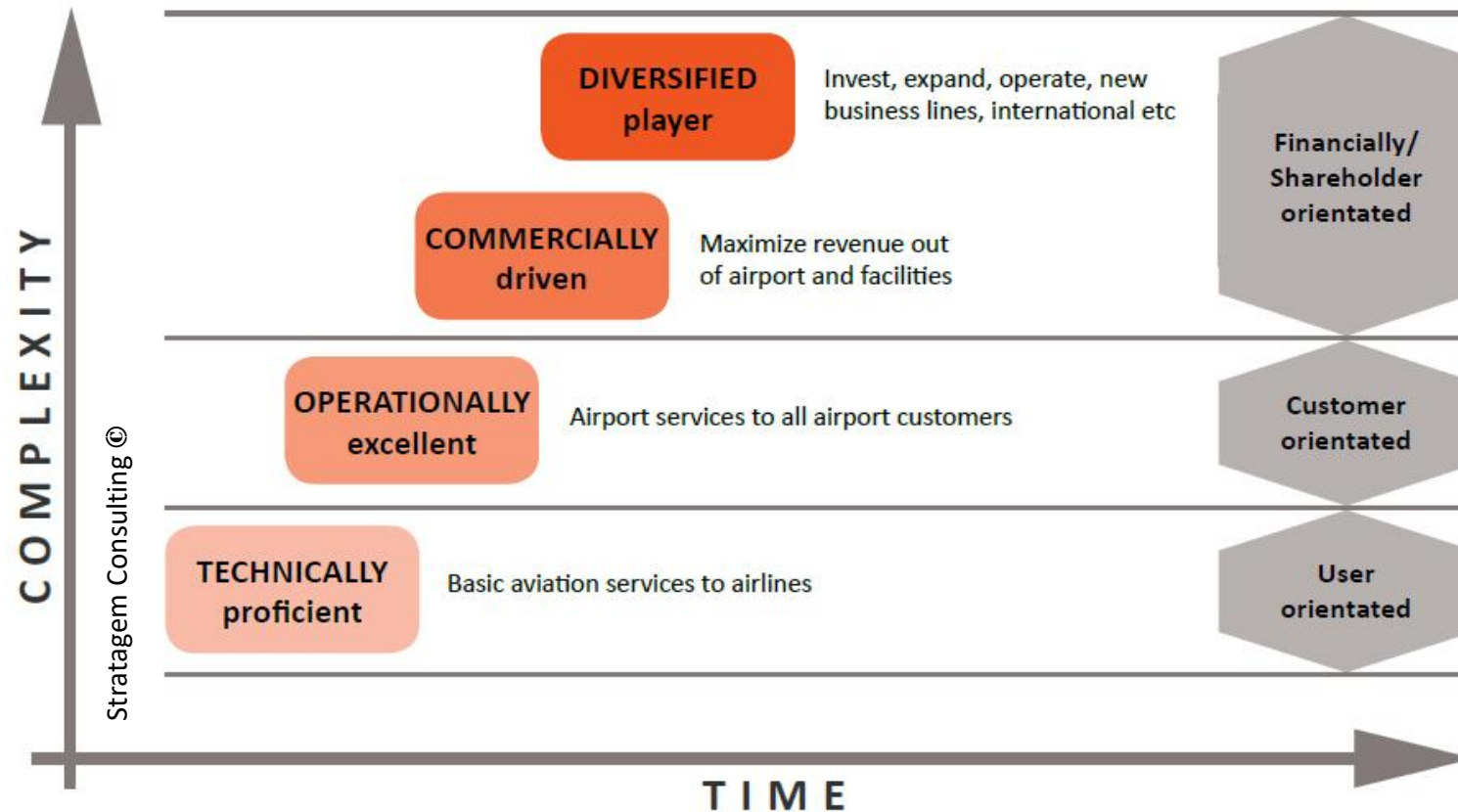


# Project in focus: OAMC 5-year Strategic Plan

- Result: a new corporate strategy including a five year (2016-2020) business plan for Oman Airports Management Company (OAMC)
- A multinational team successfully executed the plan within six months; most of the work in local sessions
- Together with OAMC Board and Airport Management Team
- Workshops across the organization
- Involved all major stakeholders of OAMC

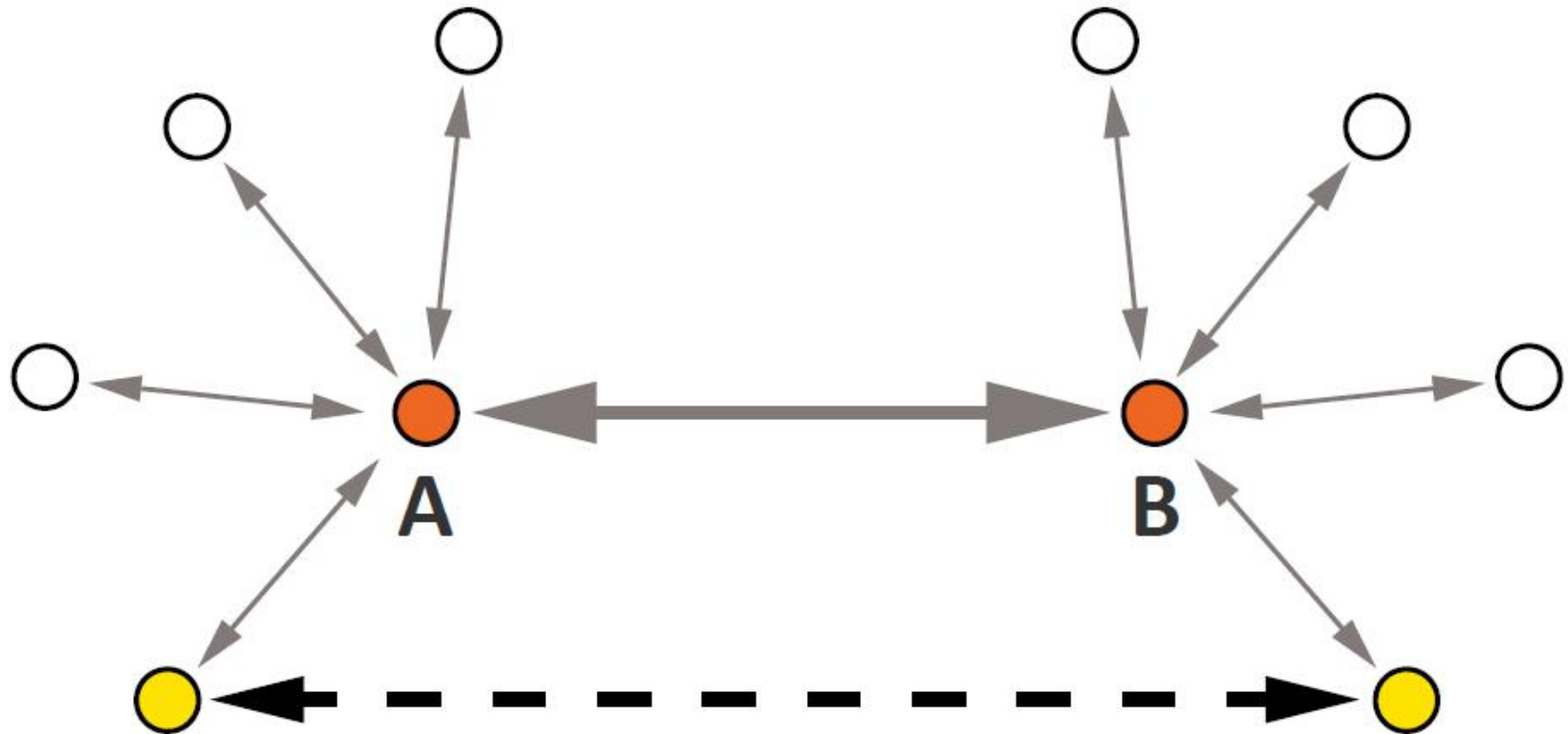


# How airports evolve



# Ever expanding networks?

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# The airport 'Magic Triangle'



## OE under pressure

- Rising complexity
- High growth in Aviation
- Increased Security
- Aviation vs. Non-Aviation

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## Trends

- Alternatives (Europe)
- Bypassing (ME and US)
- Retail vs. F&B

# The airport 'Magic Triangle'

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*How to incorporate flexibility in an airport strategy?*

## OE under pressure

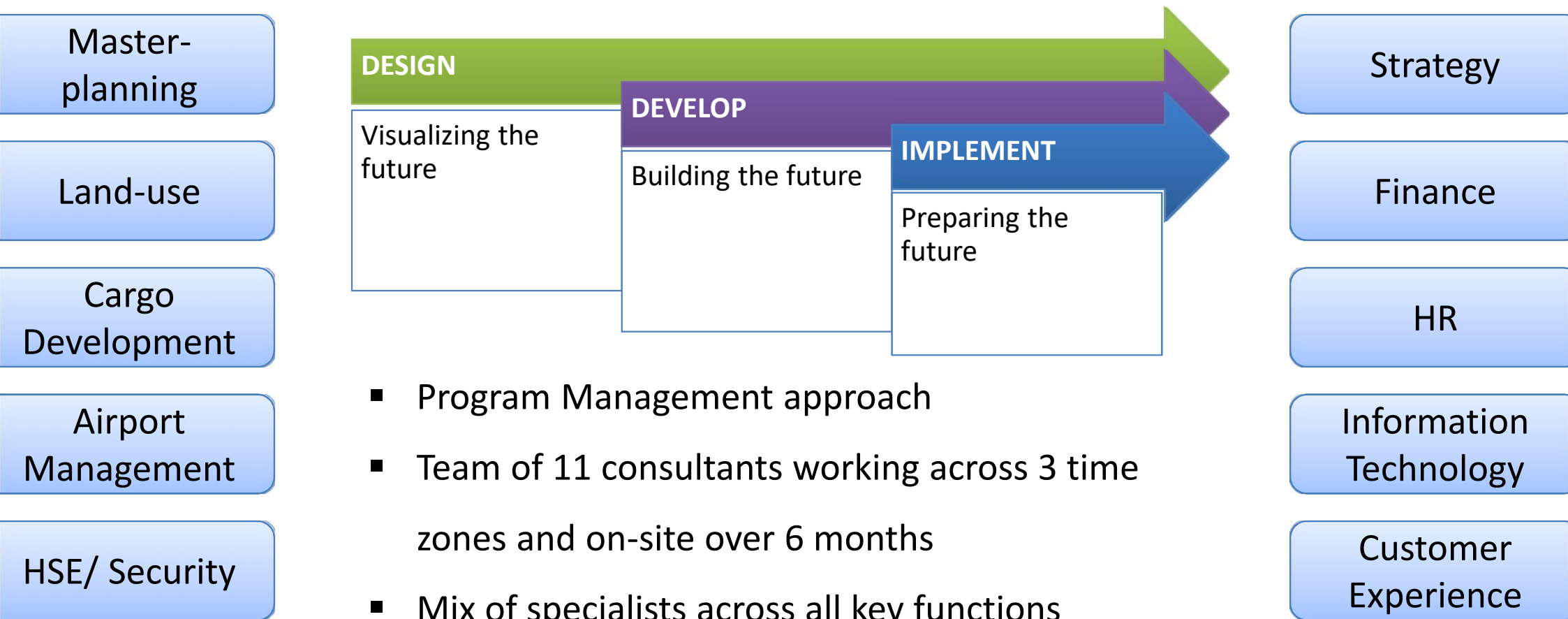
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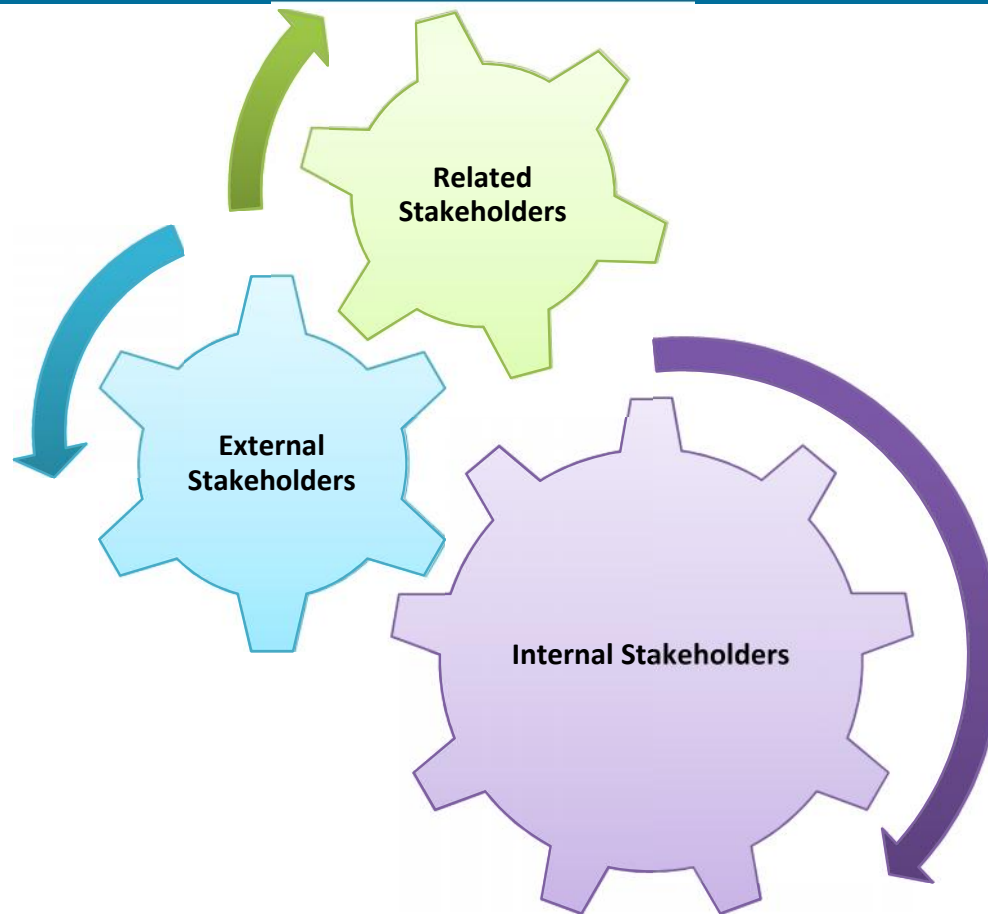
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# Process of Strategizing



# Design



# Develop

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# Implement

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## *Transforming vision into reality*

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