

A CASE STUDY

Due Diligence on Aerospace

Navigating a New Market Landscape in 10 Days

CHALLENGE

Today, airplanes that used to be in service for 35 years are now, on average, retired and returned after 12 years. Because of this shift, a GLG client needed to perform due diligence on their potential return and receive an overall valuation of the brand legacy before investing in an airline fleet. The client had a tight deadline of 10 days.

THE GLG SOLUTION

GLG assembled a team of seasoned executives, including a former director of integrated strategy at Boeing, a former president and CEO at Wesco Aircraft Holdings, and a former CEO at AerCap Engine Leasing. Over the course of a week, the team facilitated 12 in-depth calls with executives and conducted a custom survey to gain insights about markets and consumers. An executive partner at a consumer insights consultancy was commissioned to extract the insights gained from the survey results.

OUTCOME

GLG offered a combination of research methodologies to help the client understand the airline industry from many perspectives. Along with an industry valuation, these insights helped our client confidently make their investment decision.

FEATURED PRODUCTS



GLG Consultations



GLG Surveys

[Learn more](#)

GLG's client received timely quantitative and qualitative insights needed to evaluate an investment opportunity, giving them clarity to make the best decision before their deadline.

Why GLG?

Project Breadth

- 12 calls with executives across core and adjacent markets
- Curated survey with 50 respondents to gain proprietary insights about markets and consumers
- One-on-one consultation with an executive partner at a consumer insights consultancy

Duration of Project

GLG gave investors the insights needed to thoroughly conduct due diligence within their 10 day deadline.

As the world's knowledge marketplace, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision.

The information provided in this marketing material is for informational purposes only. The information is not offered as advice on a particular matter and should not be relied on as such. GLG® and the GLG logos are trademarks of Gerson Lehrman Group, Inc. ©2020 Gerson Lehrman Group, Inc. All rights reserved.