

case study

Supporting strategic growth: helping a client establish, develop and grow an international airport services business.

achieve high growth in potential airport services

the challenge

Our client has a large presence in the global airport sector coupled with a strong track record of winning airport contracts in the UK and overseas. Understandably, they wished to grow their business further by providing a wider range of services and entering additional markets.

the Harmonic impact

As an existing trusted partner, Harmonic was invited to support two concurrent key bids for projects in Sydney and at Heathrow airport delivering large scale cargo operations for a major global airline group. As an adjacent market segment for the client, it required a win strategy that built upon their track record operating in similar sectors, provided a credible alternative to the established services and offered significant efficiencies.

Harmonic supported the production of these bids within very aggressive timescales by:

- providing a competitor analysis to understand their strengths and weaknesses
- driving the win strategy and providing bid direction
- aligning the identified win strategy with client-oriented bid outcomes
- enlisting and facilitating specialist subject matter expertise from within the client organisation to create the final solution
- directing and managing the bid process to on-time tender submission, sourcing additional graphics and proposal support as necessary
- ensuring the final product was a professional submission which accurately represented the client and their brand.

the outcome

The client won the competitive tenders for both airports, providing its first contracts in the targeted adjacent market segment. They have therefore achieved the critical first step in a strategy designed to double the size of their market presence in airport services, not only by establishing a new delivery capability but also a geographically diverse footprint.