

PROCESS OVERVIEW

# MRO End-to-End Business Process

A strategic framework for coordinating all  
services within the MRO cycle

6 Core Functions – One Seamless Cycle

Fully Integrated

## PROCESS OVERVIEW

# MRO Strategic Framework

From revenue generation to aircraft release · 6 core functions · one seamless cycle

### Marketing & Sales

Market prospection, market strategy, revenue pipeline, opportunity qualification, contracts & closing

### Business Development

Profitability, pricing, product line management, new product & new service introduction.

### Planning & Material Management

Capacity, work card preparation, standard hours, variance analysis, inventory, vendor management & warranty administration

### MRO Engineering & Quality

Compliance, certifications, audits & technical approvals

### Operations & Production

Work plan execution, floor management, safety & logistics

### Customer Service

Customer facing, Account mgt, KPIs, invoicing & dispute resolution, post-servicing follow-up



Underpinned by Continuous Improvement · Quality · HR · Finance · IT

FRONT-END PROCESS

# Revenue & Growth

Marketing & Sales · Business Development

## Marketing & Sales



- Market Trend Analysis & Focus
- Marketing Strategies · Prospecting
- Sales Pipeline Management
- Opportunities & Qualifications
- Strategic Alliances · Contracts
- Customer Credit Check · Sales & Closing

## Business Development



- Cost Price & Profitability Analysis
- Market Price vs Standard Pricing List
- Programs & Product Line Management
- Commercial & Projects Management

BACK-END PROCESS

# Planning & Engineering

MRO Engineering & Quality · Planning & Material Management

## Planning & Material Management



- Capacity Management
- MPD Loading Standard Hours & Job Cards
- Production Planning Variations Analysis
- Inventory Strategies & Controls
- Vendor Management · Warranty Administration

## MRO Engineering & Quality



- Compliances Management · Certifications
- Technical Capacity Management
- Production Support
- Technical Specifications & Publications
- Approvals · Audits

# Customer Excellence

Maintenance & Work Plan · Customer Service

## Operations & Production



- Plan Execution & Production Management
- Resources Optimization & Labour Hours Tracking
- Work In-Progress Controls
- Prioritization & Hangar Floor Management
- Tooling Calibration & Inventory Control
- Health & Safety · Logistics
- Aircraft Serviceability & Release into Service

## Customer Service



- Account Management · Contract Reviews
- Customer Technical Support
- Customer Disputes Resolution
- Invoicing & Account Receivables Mgt
- Customer KPIs & Service Reports



Supported by Quality · HR · Finance · IT · Continuous Improvement

LET'S CONNECT

# Ready to Optimize Your MRO Operations?

Whether you're looking to streamline your MRO cycle, improve cross-functional coordination, or drive operational excellence — let's start the conversation.

✈️ AVIATION MRO

⚙️ OPERATIONS

📈 BUSINESS GROWTH

👉 Follow for more MRO insights · Drop a comment below

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