



### **Selected Experience in the Aerospace and Defense Industries**

- Multi-Client profile study of China's 27 commercial airlines companies
- Hong Kong affiliate published monthly newsletter entitled China Transport Aviation News
- Customer satisfaction study on aircraft reconditioning and maintenance
- Aircraft Defense contract research
- Engineering purchasing pattern research study
- BI/CI competitor tracking study in Asia
- Analysis of Aerospace industry in China
- Produced monthly competitive intelligence newsletter for a major Aerospace firm
- Studied European demand for aircraft landing gear
- Analysis of the potential world demand for "Hush Kits"
- The potential European market for light training aircraft
- Analysis of the world market for aircraft finishes
- Researched the world demand for flight planning services
- Quantitative study to determine a government's defense budget over a period of five years.
- Conducted a complex, multi-phase rebranding survey in North America for a major aerospace company
- Conducted several opinion research studies for armed forces recruitment initiatives



### **Sampling of Clients in the Aerospace and Defense Industries**

- Boeing
- British Aerospace
- British Airways
- CFM
- General Dynamics Land Systems
- General Electric
- Hunting Aviation
- Lockheed-Martin
- Lufthansa
- McDonnell-Douglas
- Smith Industries
- TRW

