



Aviation MRO Business Management Course: Capability, OEM Licences, Pricing and TAT

28 June – 2 July 2027

Amsterdam - Zuidas business district hotel



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Introduction:

Aviation MRO business management, covering capability, OEM licences, pricing and TAT, is a 5-day course for MRO business leadership, business development and capability planning teams that ends with an MRO Capability Business Plan for a case organisation. Maintenance providers lose margin and customers when they add capabilities without demand evidence, sign OEM licence terms that restrict technical data, quote prices that ignore risk and miss promised turnaround times. Nominees already run, sell or plan third-party maintenance services and work through case studies built on market, cost and shop-floor data. CoreConcept Training Center delivers this aviation MRO business management course.

Course Objectives:

- Size the addressable third-party MRO market by segment, fleet type and customer group and position the provider against OEM-owned, airline-affiliated and independent competitors
- Build a capability roadmap that sequences new engine, component, airframe and line services through make, partner or licence decisions
- Negotiate OEM licence, technical data access and parts supply terms and define the approval scope and capability list each new service requires
- Price MRO services with time-and-material, fixed-price workscope and power-by-the-hour models that carry risk margins and escalation clauses
- Manage turnaround time, hangar slots and shop capacity so that promised TAT is met and bay utilisation stays high
- Analyse MRO profit and loss by product line and customer and set commercial KPIs for margin, backlog and customer retention

Target Audience:

- MRO business leadership responsible for the services portfolio, investment cases and profit of a maintenance provider
 - Business development and sales teams responsible for third-party customer contracts, proposals and quotations
 - Capability and localisation planning teams responsible for adding new engine, component or airframe services
 - Airline technical divisions responsible for selling spare hangar and shop capacity to other operators
 - Commercial finance teams responsible for MRO cost models and product-line profitability
 - Production and hangar planning managers responsible for slot sales, shop loading and turnaround performance
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Course Outline:

Day 1: MRO Market Structure and Provider Business Baseline

- MRO Market Segmentation Across Engines, Components, Airframe and Line
- Fleet Forecast Data for Addressable Market Sizing
- OEM-Owned, Airline-Affiliated and Independent Provider Business Models
- Aftermarket Value Chain From Parts Supply to Overhaul
- Provider Current-State Assessment of Capabilities and Revenue Mix

Day 2: Capability Roadmaps, Approvals and Make-or-Partner Decisions

- Capability Roadmap Sequencing by Fleet Demand and Entry Cost
- Make, Partner or Licence Decision Matrix for New Services
- Part-145-Style Approval Scope and Capability List Extension
- Certifying Staff, Tooling and Test Equipment Readiness Checklist
- Joint Venture and Workshare Structures With Established Providers

Day 3: OEM Licences, Technical Data Access and Service Pricing

- OEM Licence Agreement Terms for Repair and Overhaul
- Technical Data Access, Repair Development and Intellectual Property Limits
- Time-and-Material Quotation Build With Labour and Material Mark-Ups
- Fixed-Price Workscope Pricing and Over-and-Above Work Control
- Power-by-the-Hour Rate Setting From Removal and Shop Visit Forecasts

Day 4: Turnaround Time, Hangar Slots and MRO Profit Risks

- TAT Breakdown From Induction to Release Certificate
- Hangar Slot Allocation and Bay Utilisation Scheduling Board
- Rotable Pool and Exchange Unit Strategy for Shorter TAT
- MRO Profit and Loss by Product Line and Customer
- Contract Risk Review for Escalation, Penalties and Warranty Claims

Day 5: Case Study: MRO Capability Business Plan for a Case Organisation

- Case Provider Market Share and Capability Gap Review
 - Capability Roadmap and Licence Route Selection for the Case
 - Pricing Model Comparison for Three Case Customer Contracts
 - TAT and Slot Capacity Plan With Commercial KPI Dashboard
 - MRO Capability Business Plan Completion and Board Defence
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Skills You Will Gain:

- MRO Market Sizing
- Capability Roadmapping
- Make-or-Partner Analysis
- OEM Licence Negotiation
- MRO Service Pricing
- Turnaround Time Control
- Hangar Slot Management
- MRO Profitability Analysis

Why Attend This Course:

- Deliver an MRO Capability Business Plan for a case organisation to the managing director, the board or the investment committee
- Decide which capabilities to build, licence or source from a partner and which pricing model to offer each customer group
- Avoid loss-making contracts, blocked technical data and missed turnaround promises that erode margin and customer retention
- Share market sizing sheets, licence term checklists, pricing models and TAT dashboards with commercial and production colleagues

Conclusion:

Back at work, the participant hands the MRO Capability Business Plan to the managing director, the board and the heads of commercial and production. They use it to approve which capabilities to add, which OEM licence or partner route to pursue, the pricing model for each customer group and the hangar and shop capacity to fund. After the first contract priced under the plan, the business unit should compare actual margin, turnaround time and slot utilisation with the plan and refresh the market sizing and roadmap.

Frequently Asked Questions FAQ:

What should participants know before the aviation MRO business management course?

Participants should already run, sell or plan maintenance services for aircraft, engines or components and understand basic maintenance terms. A laptop with a spreadsheet application is used for market sizing and pricing exercises, and anonymised quotes or shop data help apply the case work.

How does aviation MRO business management differ from an aircraft maintenance management or airworthiness course?

Aviation MRO business management looks at the provider selling maintenance: markets, capabilities, licences, pricing, turnaround and profit. Aircraft maintenance management courses look at the operator keeping its own fleet airworthy through programmes, checks and directives, buying MRO services rather than selling them.

Why does aviation MRO business management treat power-by-the-hour pricing as a risk decision?

Power-by-the-hour gives the operator a fixed rate per flying hour and moves maintenance cost risk to the provider. The provider gains long-term revenue and planned shop visits, but must forecast removals and shop visit costs accurately or the contract loses money.

What do participants take back from the aviation MRO business management course?

Participants take back an MRO Capability Business Plan for a case organisation, with a market sizing sheet, capability roadmap, licence route matrix, pricing model comparison, TAT and slot capacity plan and commercial KPI dashboard they can adapt to their own provider.
