



**ACADEMIC YEAR 2014 – 2015**

**TITLE OF DIPLOMA THESIS:**

Business development model of an airline seaplanes company for the interconnection of sea areas

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**ABSTRACT**

The subject of this postgraduate thesis is the development of the business plan of a new airline seaplanes company for the interconnection of sea areas and the specification of all the appropriate infrastructures for the operation of the water airports. The purpose of this thesis is the development of the business plan of a new airline seaplanes company, which contains complete financial studies and the correct determination of all the necessary prices. Moreover, it aims to evaluate the best practices for the design of water airports and for the operation of the airlines seaplanes companies from around the world. For this thesis, Heraklion Crete has been chosen as the place of the water airport design proposal. The terminal, the seaplanes dock, the water areas and the maintenance area are all presented in this thesis. Within the business plan, a thorough study of all the aspects of the new company is presented. Also, all the essential numbers are being specified, from the number of seaplanes to the size of the personnel force. All the essential studies are being carried out, from the sales forecast to the balance sheet. Finally, the conclusions that arise from this thesis are related to the design and the construction of the water airports but mostly they are related to the implementation of the business plan in order for the new airline to be created.

**KEYWORDS**

Business Plan, Financial Plan, Seaplanes, Water Airports, Airline Company