



Market Entry & Expansion

For companies entering new markets, launching new regions, or testing new categories.



Company : Air BP

Industry : Energy

Marketing Case type : Market Entry & Expansion

Bussiness Challenges

As a new entrant in Indonesia's aviation fuel market, Air BP faced the critical challenge of ensuring operational readiness, regulatory compliance, and safety excellence at its first fuel depot—while building local capability to manage complex fueling procedures in a high-stakes industrial environment.

Bussiness Objectives

Air BP aimed to enter Indonesia aviation fuel market and ensure operational readiness and safety excellence at its first aviation fuel depot serving IMIP Airport in Indonesia.

CMO+ Approach / Marketing Goals

The goal was to reinforce Air BP's position as a reliable aviation fuel provider by ensuring smooth, on-time operations at its new depot, while also evaluating opportunities for business expansion.

Services Delivered

- a. full-scale training program for depot operators, covering end-to-end operational procedures, including product receipt, stock administration, and quality control up to aircraft in-fueling.
- b. market feasibility study for a proposed depot in Lampung.