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The Question:

HOW TO MAKE A FBO WORK IN ANY AIRPORT?



WHAT IS A FBO ?

> Fixed

Base

> Operator





Origin of the 1st FBOs:

- Service gas station
- > In the US
- >At the end of the 1st World War
- ➤In farmer's fields





At the beginning of the 80's:

> In Europe

Today:

➤ Huge development in emergent countries (China, Brazil, India, Africa, Indonesia)



WHAT IS THE DIFFERENCE BETWEEN AN EXECUTIVE HANDLING SERVICE AND A FBO ?

Executive Handling Service:

Services to Passengers and Crew without own ground equipment

FBO:

➤ Services to Passengers and Crew with all ground equipment :











WHO ARE OUR CLIENTS?

The Client's Operations Department

>The Passengers

>The Crew



HOW SHOULD A FBO OPERATE?

> Friendly

≻Busy

>Outstanding service



But can easily become

- Financially frustrating
- Bad for business

>"Orrible



A detailed market survey and business plan

- ➤ How is the traffic?
- ➤ How many daily flights ?
- >How many competitors do you have ?
- ➤ How is the economical situation in the country ?



Main costs:

- > The Staff
 - > 24 hours on duty
 - No regular daily program
- >Airports Fees
- >Infrastructure investments



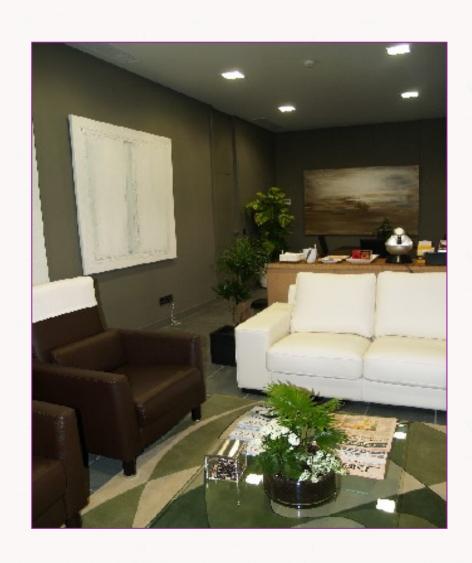
FBO's revenues: Not only

- Handlings
- > Extra services (push-back, toilet service, transfers)

But also.....

➤ Commissions on 3rd party services (catering, limousine companies, hotels... Your providers are your partners!

FBO's Facilities: VIP lounge







Top Quality Vehicles





Facilities for Crew





The heart of the FBO: The reception desk



Best facilities are nothing without the staff





With strong team spirit and relevant training



A FBO can assist any kind of aircraft from a VLJ up to a B747, A340 or an A380









HOW SHOULD BE A SUCCESFUL FBO ?



- ➤ A "CONCIERGERIE" LIKE A 5* HOTEL ?
- >Hotel reservations for both crew and passengers
- > Transfers with Chauffeur
- >Limousine renting
- ➤ Trip organization
- ➤ City sightseeing

















Services "à la carte"

- >Sale of Aviation fuel
- ➤ Aircraft storage (tie-down or hangar)
- > Repair and maintenance
- > Restroom facilities with showers
- > Business corner for crew
- >Ground transportation arrangements
- >Flight planning and weather information



Needs are different according to the countries and to the clients









No user manual but......

- ➤ Choose the appropriate staff
- >Establish your own procedures
- ➤ Make a good training
- ➤ Care your image
- ➤ Care the Crew: they are your main contact, they rely on you, don't disappoint them!
- > Establish excellent internal and external communication



Commercial development Very important

- > Fairs, exhibitions,
- Appropriate publications,
- ➤ Visit your clients



Conclusion

If you have:

- ➤The right staff
- >The right facilities
- >The right equipment
- >The right invoicing program
- Good procedures for invoicing
- Good financial control

You should have

A FANTASTIC FBO!



BUT NEVER FORGET!



TO GAIN A CLIENT IS A HARD JOB,

TO LOOSE ONE IS VERY EASY....

Thank you for your attention



Catherine Gaisenband – BAWE – March 2013

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