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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 SUCCESSFUL FBO ?



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



Menú Gourmet



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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