

THE

FUTURE

FOR AIR CARGO



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**CARGO**



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# Agenda

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**Global Recession Lessons**

**2**

**The Future**

**3**

**The Future Prospects**

**4**

**The Challenge for Air Cargo**

# Global Recession Lessons

- Market and growth after experiencing years of growth of 5% + suddenly disappear
- Customers disappearing and not being replacement with new
- Undervaluing the customer not

Complacency

Look for new markets

Diversifying Business

paying enough attention to their needs.

Cost Base Management

Rate of Decline

In a shrinking business, controlling costs, reducing operations, letting go long serving staff.

How quickly the business reduced (in a matter of weeks) then how suddenly it recovered

# The Future

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Plan for growth but also plan for volatility and to "expect the unexpected" e.g. New security regulation

Plan and implement as much as possible a variable cost base

# The Future Prospects



# The Challenge for Air Cargo

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**CUSTOMER SERVICE**

**HANDLING  
FACILITIES**

**INFORMATION  
TECHNOLOGY**

**TO MAINTAIN AND GROW THIS NEW BUSINESS**

**More responsive to their needs, more flexible on our service delivery and product offering, more transparency in information flows, more competitive in our yield (vs other modes of transport)**

**providing dedicated storage and warehousing for expanded range of products by air, ensuring strict security controls to meet global international laws, facilitating some value added services in conjunction with freight forwarder and logistics providers**

**Backbone in improving all our business processes, facilitating improved customer service, upgrade of cargo handling facilities, improving efficiencies, implementing security controls etc**