

TIMED ESSAY (INDIVIDUAL)

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Academic Writing

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Date of submission: 26/11/2021

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**Thesis statement:** Private aviation services have been presented with opportunities by the pandemic. Companies within the industry should innovate and reinvent their strategies to tap into a wider high-income consumer base.

COVID-19 was an unforeseeable and catastrophic phenomenon; the global economy was forced into a recession and people’s livelihoods were jeopardized. For businesses, the pandemic is unique since it has a disparate effect depending on their associated industry. Some industries were more vulnerable than others, with the ones reliant on human interaction being the hardest hit. In particular, the aviation industry was tremendously affected as commercial aviation was restricted to combat the spread of COVID-19 and even when travel restrictions eased, consumers feared for their safety and wellbeing thus cancelling flights. On the other hand, this has put private aviation in an auspicious standpoint as an alternative mode of transport to commercial aviation. Therefore, companies within the private aviation industry should take advantage of the opportunities presented by the pandemic by innovating and reinventing their strategies to develop a wider market of high-income consumers. This essay will examine the intention of the Academic Report such as the factors that led to private aviation being favourable during the pandemic, the innovative strategies that major companies can implement to thrive and the prospects of the industry in the post-pandemic world.

Private aviation was seen in a favourable light during the pandemic as commercial aviation became unavailable or dangerous for consumers’ use. This has presented the industry with a large number of opportunities. One factor as to why consumers prefer private flights is due to its privacy and exclusivity leading to a low risk of contracting COVID-19. Consumers want to travel abroad to meet their loved ones but fear being in the risk of contracting COVID-19 thus private aviation becomes the best solution to their turmoil. With private jet charter flights, consumers have less contact with others and are able to bring themselves safely aboard on flight. Furthermore, the comfort and luxury of private flights which is a contrast to the severity of the situation in the outside world serves as an additional bonus for consumers to purchase private flights. However, while the pandemic has presented private aviation with these opportunities, companies within the industry are unable to fully reach their utmost growth potential due to having outdated business models. At the same time, this makes consumers wary that private flights might not live up to their expectations.

To fully tap into the high-income consumer base, major private aviation companies should innovate and reinvent their strategies to fully adapt to the pandemic environment. For instance, major companies could focus on passenger-focused innovations, such as elevating the biosecurity of their private jet flights and offering comfort, safety, and security as priority to attract consumers. Moreover, major companies could use biometrics such as face or voice recognition to provide a contactless travel journey to further avoid contagion and assure the safety of consumers. Outdated business model can be transformed to a digitalized version, such as using cloud-based systems for payments or booking methods so those who are new to private flights can have a quick and efficient process of ordering travel flights. If these innovations are implemented, it can help private aviation flourish and thrive.

In the post-pandemic world, the prospects of the private aviation companies are bright if the implementation of innovative strategies succeed. With private aviation seen as a luxury to most before pandemic, it has become a necessity during pandemic. A large number of consumers might seek private flights in the future, and as the consumer base becomes wider, this could help bolster the private aviation industry to fare competitively against commercial aviation.

In conclusion, the occurrence of COVID-19 was devastating but it provided private aviation industries with opportunities to potentially grow. Major companies can take advantage of this by prioritizing biosecurity measures and considering a digitalized business model as this can help the industry to further thrive in the new economy. If these implementations succeed, it can perhaps even help the private aviation industry to strongly compete with the commercial aviation industry.