



# MAGELLAN JETS



## HOW RETAIL BUSINESSES USE PRIVATE AVIATION

LEVERAGING PRIVATE AVIATION FOR A COMPETITIVE EDGE  
IN THE RETAIL MARKET



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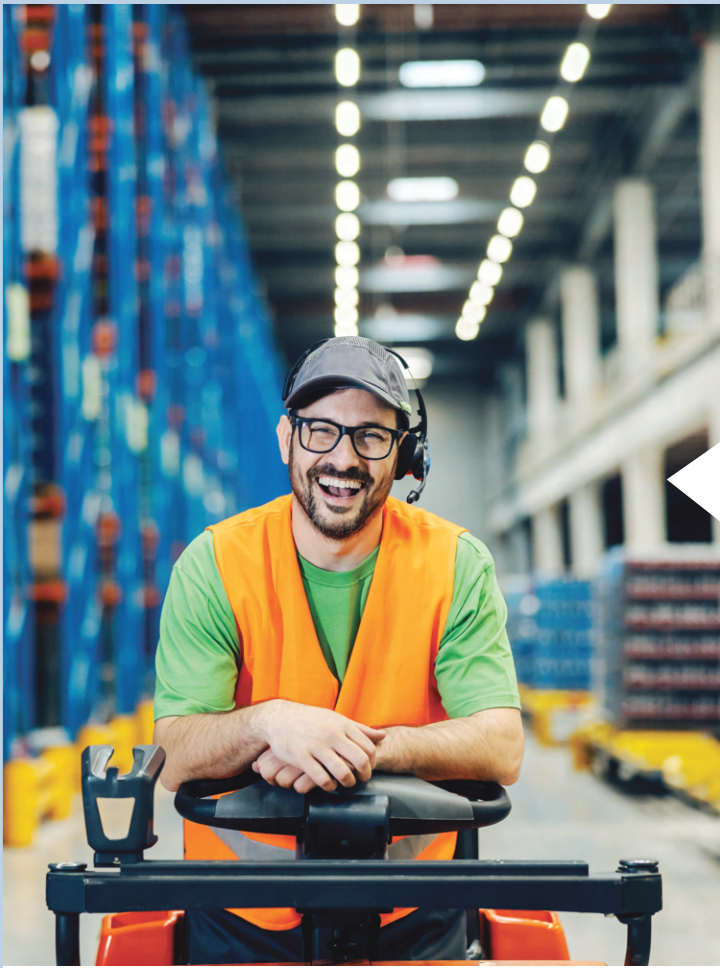
## LEVERAGING PRIVATE AVIATION FOR A COMPETITIVE EDGE IN THE RETAIL MARKET

ANYONE CAN GET YOU FROM POINT A TO POINT B.  
IT'S HOW YOU GET THERE THAT MAKES THE DIFFERENCE.

The retail industry is dynamic and highly competitive, characterized by rapidly changing consumer preferences and market trends. Retail companies need to be able to pivot quickly—not only to keep up with consumers, but also to efficiently manage supply chains, build and maintain vendor relationships, and expand into new markets. To thrive in this ever-evolving environment without falling behind, many retail operations rely on business aviation—the use of private aircraft rather than commercial airlines—to keep a competitive advantage.

Far from being a luxury only reserved for the extremely wealthy, business jets are a key part of many successful retail companies' strategies. Private aircraft are used by thousands of companies every day to meet the challenges of the modern, fast-paced global business world. Business aviation is a vital, \$150 billion industry that allows companies to accomplish their work effectively, efficiently, safely, and securely.





Flying private isn't just for the largest corporations: according to the National Business Aviation Association (NBAA), 97 percent of business aviation users are small- to mid-size businesses, and 57 percent of them have fewer than 500 employees. Also, it isn't just for CEOs and top brass, either; the NBAA says top management is on board business aircraft less than 50 percent of the time. Successful companies use business aviation to quickly and efficiently transport non-executives like HR personnel, salespeople, technology specialists, or even vendors and brand partners. It's less about status and more about who needs to be where.

Retail operations have utilized private business jets for decades, taking advantage of the ability to visit multiple stores, warehouses, or distribution centers in a single day while still making it home for the evening. Many use private aviation to remain connected to employees and vendors in different parts of the country, or to move key personnel at a moment's notice—say, to deal with supply chain disruptions. In these situations, smart retail businesses recognize private jet travel as a tool for achieving efficiency of time, one that can grow and scale alongside their operation



**No matter the size and scope of your mission or  
what types of products you sell,**

you can leverage private aviation to optimize your operations.



## A More Direct Route, No Matter Where The Job Takes You.

Maintaining a well-oiled supply chain requires a good deal of travel. You'll need to move decision-makers, specialist teams, and logistical experts swiftly to critical locations along that chain—but those production and distribution centers may be located in small towns and remote areas that are underserved by commercial aviation. That's where business aviation comes in.

Imagine you are a regional or national manager tasked with conducting a series of on-site visits at storefront locations across your large territory. If you decide to use a commercial airline, you'll spend a good deal of extra time in transit and waiting for your plane to depart. First, you'll drive to your nearest large commercial airport, arriving hours in advance to make it through security. If a direct flight to your first destination isn't available, you may have to fly multiple legs, possibly with a long layover. Once you arrive at the commercial hub nearest your destination, you'll have to secure transportation to your site. Finally, you'll have to repeat the process when traveling to each other stop on your list, including your return home. It's all but certain you'll need to stay overnight in hotels, and each branch visit you add to your itinerary could also add an extra day to your trip.

With business aviation, however, the flexibility to land at smaller airports and shorter runways means you'll almost certainly be able to utilize arrival and departure airports closer to your stores and suppliers as well as your home base. Your manufacturers and vendors are spread out across the country and world, but business jets can make out-and-back day trips out of what used to be week-long endeavors. With all this transit time saved—the true luxury of private aviation—you'll dramatically increase efficiency.

No matter where your distribution centers, warehouses, or storefronts are located, business jets ensure they're only a quick flight away, allowing you to take a more hands-on approach to supply chain management. Fly your executives out to supervise a supply center buildout, warehouse retrofit, or new machine equipment installation. If your supply chain is disrupted, private aviation's higher level of access means you'll have someone on the ground faster to assess the situation and take crucial steps to mitigate risks and minimize loss.



## USA Airport Locations

### COMMERCIAL AIRPORTS



**500**  
LOCATIONS

### PRIVATE AIRPORTS



**5,000+**  
LOCATIONS

While commercial aviation reaches only some 500 airports nationwide, business aviation can reach nearly 5,000. Many of those airports connect out-of-the-way communities that lie far from commercial airlines' major hubs and provide a business lifeline to areas that are otherwise off the grid; according to the NBAA, 80 percent of business airplane flights are made into airports located in small towns and communities.



## Improving Efficiency And Bringing Your People Closer Together.

Inefficiencies in logistics and personnel management can tie up your operations. One benefit retail companies find in private aviation is the ability to quickly and efficiently move personnel between multiple locations—an itinerary that simply isn't possible with commercial aviation or other transportation modes. Multi-stop flights, site visits, and road shows are a staple of business aviation; the NBAA says 38 percent of business aviation missions involve multiple destinations.

You won't just be more efficient while on the ground; private aviation allows you to stay productive while en route between destinations. In fact, the NBAA says executives are found to be productive 80 percent of the time on private aircraft, compared to only 30 percent of the time on commercial aircraft. Your teams will be able to conduct business and hold meetings in a quiet, private cabin, ideal for sensitive deals and confidential meetings. You have the entire plane to yourself, so your employees, intellectual property, and business dealings are completely safe and secure.



There's also the benefit to partner relationships to consider. You rely on a network of suppliers to keep your shelves and showrooms stocked. Interact with them more seamlessly by harnessing the speed and efficiency of private aviation to conduct business face to face. Having a jet at the ready will allow you to meet vendors and distributors where they are at a moment's notice.

You can also impress partners by bringing them aboard the aircraft along with your team. It's about more than getting them from point A to point B; it's about making them feel valued. In this way, the aircraft becomes a sales tool. What better way to show prospective partners what your operation can accomplish—and the extra mile you're willing to go for your relationship—than by organizing personalized tours of your facilities by private jet? Using private aviation to arrange client meetings, assess product quality, negotiate terms, and promptly address issues will demonstrate your commitment to your partners, strengthening trust and leading to a steady and reliable supply of goods.

## The Flexibility You Need To Keep A Competitive Advantage.

Growing your enterprise often requires the ability to pivot at a moment's notice. Business jets allow you to stay nimbler than even your largest competitors, flying wherever there are opportunities to expand your footprint. Private aviation is a tool to help you expand your territory; with the entire globe at your fingertips, no potential market is beyond your reach.

When there's a brief window for acquiring a new brand—or for securing a prime location for a new store or warehouse—your executives and expansion teams will have to move quickly. When time is of the essence, would you rather be beholden to an airline's already-tenuous schedule, or have access to a jet that's ready to go whenever you are?

Having the flexibility of private aviation in your back pocket gives you a clear advantage in your industry. According to the NBAA, S&P 500 companies using business aviation outperform those that don't by 70 percent—and overall, business aircraft users outperform non-users by 23 percent in revenue growth.

The retail world is a fast-paced arena where adaptability and agility are paramount. Access to private jet travel gives your company the flexibility, convenience, and versatility to expedite the movement of goods and thrive in the ever-evolving market. Being able to visit more of your key locations in less time, strengthen relationships with vendors and suppliers, and quickly fly to any link in your supply chain will allow you to optimize your profit margins. You'll effectively respond to unforeseen disruptions and quickly seize on expansion opportunities, keeping you ahead of the competition. When you need to move at the speed of commerce, trust business aviation.







# MAGELLAN BUSINESS



## YOUR JOURNEY. *your way.*

Welcome to the next evolution  
of the corporate Jet Card.

### Available Aircraft:

#### Premium Light Category

Embraer

**PHENOM 300**



#### Premium Mid-Sized Category

Hawker

**800XP**



#### Premium Super Mid Category

Bombardier

**CHALLENGER 300**



#### Premium Heavy Category

Gulfstream

**G450/G550**



#### Premium Long-Range Category

LONG RANGE

**OPTIONS AVAILABLE**



### Key Features:

- > REFUNDABLE DEPOSITS THAT NEVER EXPIRE
- > 3-YEAR TERM PRICING LOCK
- > MULTIPLE AIRCRAFT FOR DAILY USE
- > SERVICE GUARANTEE
- > ALL AIRCRAFT EQUIPPED WITH WI-FI
- > 365-DAY AIRCRAFT ACCESS
- > ZERO BLACKOUT DAYS
- > NO AIRCRAFT INTERCHANGE FEES
- > HELICOPTER/TURBOPROP ACCESS

### Ideal For:

- > BOARD MEETINGS
- > FLIGHT DEPARTMENT MANAGEMENT
- > SUPPLEMENTAL LIFT
- > INCENTIVE & LARGE GROUP TRAVEL
- > EXECUTIVE TRAVEL
- > ROAD SHOWS
- > CONFIDENTIAL M&A MEETINGS
- > VIP CLIENT TRAVEL
- > TEAM TRAVEL

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Working with a strong, stable, and financially healthy private jet provider is a must. Magellan is dedicated to responsible stewardship of your investment.

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