NATIONAL ASSOCIATION OF FLIGHT INSTRUCTORS ENTROPY OF FLIGHT INSTRUCTORS UNATIONAL ASSOCIATION OF FLIGHT INSTRUCTORS

The Business of Flight Training

Keith West

Sr. Dir., Flight School Business Support

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V2



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FLIGHT TRAINING

WHY DO YOU WANT TO START A FLIGHT SCHOOL?



Goals





LIVE

FLIGHT TRAINING

WHY DO YOU WANT TO START A FLIGHT SCHOOL?



Goals

Financial





LIVE

FLIGHT TRAINING

WHY DO YOU WANT TO START A FLIGHT SCHOOL?



Goals

- Financial
- Personal





FLIGHT TRAINING

WHY DO YOU WANT TO START A FLIGHT SCHOOL?



Goals

- Financial
- Personal

Are you the person to do this?





LIVE

FLIGHT TRAINING

WHY DO YOU WANT TO START A FLIGHT SCHOOL?



Goals

- Financial
- Personal

Are you the person to do this? It's a business





LIVE

FLIGHT TRAINING

WHY DO YOU WANT TO START A FLIGHT SCHOOL?



Goals

- Financial
- Personal

Are you the person to do this? It's a business

• Finances/Record Keeping





LIVE

FLIGHT TRAINING

WHY DO YOU WANT TO START A FLIGHT SCHOOL?



Goals

- Financial
- Personal

Are you the person to do this? It's a business

- Finances/Record Keeping
- Marketing





LIVE

FLIGHT TRAINING

WHY DO YOU WANT TO START A FLIGHT SCHOOL?



Goals

- Financial
- Personal

Are you the person to do this? It's a business

- Finances/Record Keeping
- Marketing
- Customers





FLIGHT TRAINING

IS THERE A BUSINESS?

Location









FLIGHT TRAINING

IS THERE A BUSINESS?

Location

Airport Authority







FLIGHT TRAINING

IS THERE A BUSINESS?

Location

- Airport Authority
- Competition







FLIGHT TRAINING

IS THERE A BUSINESS?

Location

- Airport Authority
- Competition
- Local Market







FLIGHT TRAINING

IS THERE A BUSINESS?

Location

- Airport Authority
- Competition
- Local Market







FLIGHT TRAINING

IS THERE A BUSINESS?

Location

- Airport Authority
- Competition
- Local Market

What will you provide?

• Differentiation







FLIGHT TRAINING

IS THERE A BUSINESS?

Location

- Airport Authority
- Competition
- Local Market

- Differentiation
 - Target Customer









LIVE

FLIGHT TRAINING

IS THERE A BUSINESS?

Location

- Airport Authority
- Competition
- Local Market

- Differentiation
 - Target Customer
 - Equipment







LIVE

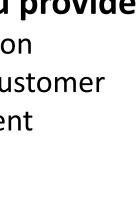
FLIGHT TRAINING

IS THERE A BUSINESS?

Location

- Airport Authority
- Competition
- Local Market

- Differentiation
 - Target Customer
 - Equipment
 - Services









FLIGHT TRAINING

BUSINESS FORMATION

- Entity
 - Sole Proprietor









FLIGHT TRAINING

BUSINESS FORMATION

Entity

- Sole Proprietor
- LLC









FLIGHT TRAINING

BUSINESS FORMATION

- Entity
 - Sole Proprietor
 - LLC
 - Corporation









FLIGHT TRAINING

BUSINESS FORMATION

- Entity
 - Sole Proprietor
 - LLC
 - Corporation
- EIN







FLIGHT TRAINING

BUSINESS FORMATION

- Entity
 - Sole Proprietor
 - LLC
 - Corporation
- EIN

LIVE

Business License







FLIGHT TRAINING

BUSINESS FORMATION

- Entity
 - Sole Proprietor
 - LLC
 - Corporation
- EIN

- Business license
- Bank account







FLIGHT TRAINING

BUSINESS FORMATION

- Entity
 - Sole Proprietor
 - LLC
 - Corporation
- EIN

- Business license
- Bank account
- Insurance







FLIGHT TRAINING

BUSINESS FORMATION

- Entity
 - Sole Proprietor
 - LLC
 - Corporation
- EIN

- Business license
- Bank account
- Insurance
- Employees or Contractors?







FLIGHT TRAINING

SOURCES OF INCOME

• Services











FLIGHT TRAINING

- Services
 - Aircraft Rental











FLIGHT TRAINING

- Services
 - Aircraft Rental
 - Flight Instruction











FLIGHT TRAINING

- Services
 - Aircraft Rental
 - Flight Instruction
 - Ground Instruction











FLIGHT TRAINING

- Services
 - Aircraft Rental
 - Flight Instruction
 - Ground Instruction
- Time
 - Limited











FLIGHT TRAINING

SOURCES OF INCOME

- Services
 - Aircraft Rental
 - Flight Instruction
 - Ground Instruction

• Time

- Limited
- Maximizing











FLIGHT TRAINING

MARKETING







FLIGHT TRAINING

MARKETING

Startup

• Website







FLIGHT TRAINING

MARKETING

Startup

- Website
- Listings







MARKETING

Startup

- Website
- Listings
- Events







MARKETING

Startup

- Website
- Listings
- Events

Ongoing







MARKETING

Startup

- Website
- Listings
- Events

Ongoing

• Community







MARKETING

Startup

- Website
- Listings
- Events

Ongoing

- Community
- Repeat business

LIVE





FLIGHT TRAINING

OPERATIONS









OPERATIONS Aircraft

• Lease vs. Buy









OPERATIONS Aircraft

- Lease vs. Buy
- Match your equipment to the mission









OPERATIONS

Aircraft

- Lease vs. Buy
- Match your equipment to the mission

Customer Expectations









OPERATIONS

Aircraft

LIVE

- Lease vs. Buy
- Match your equipment to the mission

Customer Expectations

Maintenance





OPERATIONS Aircraft

- Lease vs. Buy
- Match your equipment to the mission

Customer Expectations Maintenance Management Software

• Scheduling







OPERATIONS

Aircraft

- Lease vs. Buy
- Match your equipment to the mission

Customer Expectations Maintenance

Management Software

- Scheduling
- Accounting









FLIGHT TRAINING











FLIGHT TRAINING

NOTAMS

• Taxes











FLIGHT TRAINING

- Taxes
- Money on account









FLIGHT TRAINING

NOTAMS

• Taxes

LIVE

- Money on account
- Compliance







FLIGHT TRAINING

- Taxes
- Money on account
- Compliance
 - FAA







FLIGHT TRAINING

- Taxes
- Money on account
- Compliance
 - FAA







FLIGHT TRAINING

NOTAMS

- Taxes
- Money on account
- Compliance
 - FAA
 - TSA

LIVE

• Starting







FLIGHT TRAINING

- Taxes
- Money on account
- Compliance
 - FAA
 - TSA
 - Starting
 - Foreign Students







FLIGHT TRAINING

- Taxes
- Money on account
- Compliance
 - FAA
 - TSA
 - Starting
 - Foreign students
 - Security training









FLIGHT TRAINING

- Taxes
- Money on account
- Compliance
 - FAA
 - TSA
 - Starting
 - Foreign students
 - Security training







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LIVE

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