# 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

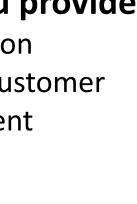
FLIGHT TRAINING

# 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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