

PRIVATE FLIGHT INFLIGHT CATERING SOLUTION FOR AMIRA AIR

Private Flight's global customer base of Private Aviation clients continues to build as the company today announced the formation of a partnership with Amira Air GmbH to integrate Private Flight's catering logistics software into Amira Air's operations.

A customised version of Private Flight's pioneering online ordering system will be installed to assist Amira Air to manage and oversee their spend on inflight catering. The partnership effectively outsources the selection and appointment of suitable catering providers throughout the world to Private Flight's expertise which, in addition to saving time and expense, will assist Amira Air to enhance the service currently provided to its high profile charter passengers and managed aircraft owners.

The Private Flight system will ensure Amira Air have greater efficiency across their entire catering operation as all of their orders can now be placed instantly from virtually anywhere via a secure online platform. Catering Orders can then be effortlessly modified as necessary from mobile devices such as i-Phone.

Within the Private Flight system, Amira Air personnel can select and combine standard or commonly requested items to expedite the order process as well as create and save favourite menus for repeat order placements. In addition, most menus are fully priced with accurate quantity descriptions meaning Flight Attendants can more easily manage costs and reduce wastage. The full Private Flight service provides fulfilment tracking of each order as they progress with built-in notifications alerting Private Flight to any schedule delays or possible issues enabling them time to take the appropriate action.

Amira Air will utilise the comprehensive managerial reporting tools which will offer snapshots' and trend analyses as well as easy forward budgeting. Downloadable and fully up-to-date expenditure reports can be categorised by flight, trips (multi-flight groupings as determined by the client), client aircraft, cuisine provider, or even by personnel (the team member responsible for placing orders).

As part of this agreement, Private Flight have appointed a multi-lingual Key Account Manager to manage sourcing, auditing and appointing of cuisine providers at Amira Air's most frequent departure locations, such as Moscow. The Key Account Manager will also consult with, and train, Amira Air staff in the efficient use of their new customised online ordering platform.

Richard Pryor, CEO of Private Flight Global, says "Amira Air is an example of a progressive small to medium company whose senior management have strong strategic vision and clearly recognise how critical inflight cuisine is to a passenger's total flight experience. Within this company I can see a desire to implement responsible and transparent cost-control practices and at the same time, bring about changes to modernise current practices and outdated thinking for the greater good of the company and their own clients."

Ingmar Bublik, Managing Director of Amira Air GmbH, said: "We believe that Private Flight's unique online ordering system will help us to increase the transparency of our catering orders as the system shows exactly the costs of each catering order before the flight attendant places the order. This is a huge benefit in comparison to simply ordering inflight catering through local handling agents. Furthermore, the data of all our orders are centralised in the database and this enables us to have access to precise statistics and analysis. The compatibility of the system with mobile devices is another benefit for the efficiency of our catering order process. We are sure that using Private Flight's catering logistics software is another milestone to keep our high quality standard in every single department during the continuous growth of our aircraft fleet."

