



**Says**

What have we heard them say?  
What can we imagine them saying?



**Thinks**

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



Enabler to achieving economic growth and development

Its helps generate trade, promote tourism, and create employment opportunities

Facilitates integration into the global economy,regional and international scale

To market goods and products internationally

The suitable for carriage of goods over a long distance

To deliver samples and documents related to foregin trade operations

The transportation of passengers and goods via aircrafts

Air traffic control systems,airport operations and airline operations

Aircraft manufacturing maintenance, regulatory and safety frameworks

Socio-cultural,economic, environmental and technological forces

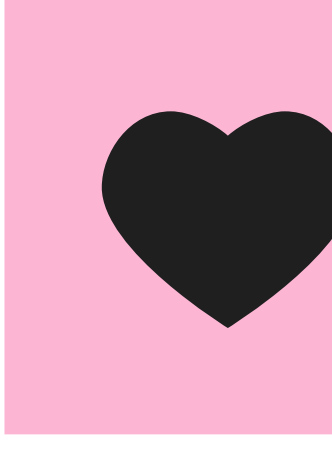
Income, preferences, prices, substitutes and complementary goods

Air is the type of freight capable of traveling long distances in short periods of time



**Does**

What behavior have we observed?  
What can we imagine them doing?



**Feels**

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?