



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?

It deliver items quickly over long distances

It reals in terms of cargo security

It is free from limitations to accessing remote locations

The main characteristics and advantages of air freight transport are speed, reliability in terms of cargo security, and freedom from limitations to accessing remote locations

Air transport is currently used in almost all industrial sectors and distribution chains. Most companies use air transport to market goods and products internationally or to deliver samples and documents related to foreign trade operations.

Alll in all, air travel is still expected to see longterm annual growth, but the fgure will be closer to 3% than to the prepandemic 5-6% for the next two decades, with Europe probably seeing the lowest number.



GOBEL AIR
TRANSPOTATION

I can use high standard of security

I use this to connect with all over the world

I can promote tourism between more countries

USES

International aviation moves about 40% of world trade by value, although far less in physical terms. The market is served by a diversity of carriers, some

Air transport provides vital economic benefits. • Aviation provides the only worldwide transportation network, which makes it essential for global business.

Air transport is an important enabler to achieving economic growth and development. Air transport facilitates integration into the global economy and provides



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?