**A New Way Out for Commercial Airline**

I believe all have been travel around the world by taking flight operate by commercial airline. Aircrafts now are becoming more and more safe, more modernize, comfortable, also more energy saving and environmental. However, commercial airline still faces running business problems that results in loss. Why causes this issue is airline still uses the old running business method and the new emergency of new airlines. We all know a flight profit is base on the passenger. However, for airline or even some kind of transportation compare to other business this is the dead point. Aircraft has fixed seats for a flight but can add no more, in order to increase the revenue for a particular flight, one needs to increase the fare prices or perhaps adding additional flights. Adding additional flights causes huge investment due to purchase aircraft, pilot and flight attendant, not talking about the aircraft maintenance and other payload fees. Other transportation as I mentioned such as Mass Transit Railway does not quite face this issue, due to large compartment area which can fits quite a number of passengers, and of course not much competitor, that’s why they have more bargaining power. Other business not related to flight, such as retail or restaurant does not face this issue due to limit investment and fast turn around time, compare to aircraft which causes you several hours for a trip. Properties also does not face this issue cause as you know a flat now in Hong Kong can costs you several millions or even billion dollars, if the property manufacturer capture the right economic time. In order to turn this situation, as I mentioned on the topic “Transportation Fare Scheme”, you need to fully utilize the number seats for a transport, that’s means filled up all the seats, as it has fixed expenditure for a single trip. The other way to increase revenue is to raise the price for a particular flight, however, I would say not a successful way due to increase number of competitors. Then it is a dead end for the flight commercial airline industry? Not quite! As I said a flight has a predefine fixed seats. The only way to increase revenue is to raise the fare. The old commercial airline system uses rating standard to determine fare price, that is: royal class, business class and economy class. Although successful, however, it cannot maximize the profit per flight due to the airline needs to take care about the ordinary passenger not the rich ones. How to maximize the profits is base on what passenger you want for a flight. I have a suggestion that can copy from the private jet owned by the super-rich. Can airline absorb this kind of super rich to take their flight to their wanted destination. Maybe. For me personally, if I am a super-rich, I really don’t want to owned a private jet that served for my families only. Why? you can say troublesome, I need to invest a lot of money and time to maintain, for me it is just a running a minified airline business. Then how airline can absorb this kind of passenger? But first why the super-rich own a private jet? Seems no one will judge, royalness. To fulfil this kind of super-rich, I propose a solution is renovate the small to mid sizes aircraft to suit their needs and even create a new brand for it. Traditional aircraft problem is open seated area with shared toilet facilities. To solve this issue, I propose to redesign the aircraft to a small different sized compartment such as some long-haul trains, each with separate toilet. The advantages of renovate used aircraft is you do not need to purchase new aircrafts and there are no addition payloads, also reconstruction work is much cheaper and does not need to wait too long, purchasing new aircraft are much longer, due to larger number of orders around the world. Trust me the airline can have a more bargaining power, nevertheless they are super-rich, fares really doesn’t matter, flight experience is more they concern.