

Scope of Services

Regulatory Services	PR & Marketing
<ul style="list-style-type: none"> ➤ Business License Procurement from MLIT ➤ CIQ coordination upon inauguration ➤ JCAB application for schedule and fares ➤ Charter filing ➤ Government affairs and regulations 	<ul style="list-style-type: none"> ➤ Strategic Marketing Plan (Market Analysis) ➤ Pricing/Revenue Managements ➤ Destination promotion i.e. Event, Fam ➤ Trade and Media Relations ➤ E-Commerce
Sales and Marketing	Business Development
<ul style="list-style-type: none"> ➤ City office operations ➤ Reservation and Ticketing ➤ BSP administration ➤ Interline, Corporate, Consolidator Sales ➤ Periodical performance and market report 	<ul style="list-style-type: none"> ➤ Market-oriented revenue optimization ➤ Closely discuss with Embassy & tourism board ➤ Relationship management with i.e. JL/NH ➤ Enhance competitive edge ➤ Expand distribution and create new segment