

CASE STUDY - APRIL 2018

HARRODS AVIATION



Longstanding relationship foundation for new approach and solutions

THE CHALLENGE

Harrods Aviation was looking for a fuel partner, who could provide not only a reliable and cost-efficient supply of fuel but also boost overall efficiency of operations.

The aviation provider is among the leaders in London-based business aviation, offering high quality FBO services at London Luton and Stansted airports – the [only two UK airports](#) that cater for private jet charter services on a 24-hour basis.

FINDING A SOLUTION

Harrods Aviation was a founding partner of World Fuel Services' Air Elite programme and has already been leveraging World Fuel Services' customer payment solution and marketing prowess. As the two businesses had been working together for more than 15 years, when WFS expanded its capabilities in fuel in 2017, an expanded relationship was a natural next step to further improve the excellent service standards Harrods is renowned for.

Mark Amor, World Fuel Services' vice president, commented on the new partnership: "We won Harrods Aviation's business based on our flexibility. There are a lot of things that we have been able to do that other providers were not – for example driver-controlled access to fuel storage and the provision of vehicle maintenance at our own sites.

"Harrods was familiar with World Fuel Services' global logistics and technical services expertise, which has made working together easy from day one. The partnership has ensured all of Harrods' elite customers – which included [Santa Claus](#) last year – enjoy an excellent, seamless customer service."

World Fuel Services launched a bulk supply and full-service solution for Harrods Aviation at Luton in April 2017 and Stansted in June of the same year. Since then, the relationship has continued to go from strength to strength.

Mark added: "Off the back of our extended partnership, we undertook joint marketing activity that resulted in significant business growth for both Harrods Aviation and World Fuel Services. By offering a full-service solution, we are together able to ensure growth is our central focus."

Harrods Aviation and World Fuel Services are both leaders in their respective fields and continue to explore ways in which they can work together to grow not only the reach of their own businesses, but also the standards and offerings of the general aviation industry as a whole.