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Small Business Owners Play Like The Big Boys



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Interior Of A Private Business Jet That Was Customized According To The Wants Of The Owner

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the business life cycle. Whether your small business is generating \$1,000,000 or \$35,000,000 in gross revenue, famine will always follow feast regardless of the industry you are in. According to the SBA a business is considered a small business if its revenue is less than \$35.5 million.

I have owned and successfully exited several small businesses while I've watched competitors go out of business. My desire is to share with you a number of different strategies that big businesses use to not only stay in business but to flourish during challenging times.



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There is nothing more challenging to a business than what we are seeing currently with the COVID-19 pandemic. Different countries are handling the pandemic in different ways but the one thing that is for sure is that many small business owners will not only succeed but thrive coming out of this if they use the time-tested strategies that will be presented to you now. In my opinion there are many important factors to the success or failure of a business of any size. Everyone would agree the way to expand rests on the company's leader's ability to generate new clients. What can you do during a time when leadership's ability to generate new clients is compromised by the COVID-19 restrictions?



Anything You Can Imagine Can Be Created On A Private Jet.

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small business owners is aerospace and general aviation.

Fly Private X, for example, has decided to cut costs in response to the epidemic. The CEO of the company has agreed not to take a salary until the end of 2020. Additionally, this company spent a significant amount of money on the acquisition of a fleet of private jets and two business class jets earlier this year. As a result, the board of directors are preventing or pausing employee sales of stock until further notice.

This will do two things. First, it will force the employees to maintain ownership in the company. That means the price of the shares will not decline from nervous employees selling off the shares they own. Second, it will allow the company to use its cash in efforts to generate new clients.

Fly Private X is pursuing a stock offering to raise \$35,000,000 during these times in hopes that the funds will allow them to maintain operations and gain more new customers coming out of the epidemic. Ultimately, they will be able to buy more jets to satisfy the increase in demand.

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As a small business owner, you can move from buying an inexpensive product and selling it for more. This is how most small businesses operate, and it is the same strategy I've used with several of my companies — giving up ownership in exchange for capital.

Raising capital puts you in the driver's seat if you have a time-tested product because you are able to grow at a faster pace and avoid insolvency during troubling times.

Looking for a way to decrease expenses usually means layoffs like in Boeing's case, but what if you didn't have to lay off employees?

Or better yet, what if you were able to hire new employees and gain market share?

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Emirates Is One Of The Worlds Premiere Airlines and is Expected to Surpass \$15 billion in Revenue

One company has actually expanded its presence during the pandemic. Emirates is seeing a surge in passengers due to the strict sanitary precautions that have been implemented. They took action recently and made the public aware of the new safety measures they put in place. Requiring passengers to get tested before getting on an Airbus helped people feel more secure.

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As a small business owner, you have to look at the micro and macro conditions in a constantly changing world so that you are able to be first in changing service policies that will make the customer's journey more enjoyable and safer.

In conclusion, Boeing, Emirates, and Fly Private X have a similar set of strategies that small business owners in any country can use to grow their organization in the midst of troubling times. Reduce expenses, raise capital, and the implementation of safety measures are all things a small business owner can use to be successful during a global pandemic.