GFA’s shift to technology

How the company managed to generate income through the Pandemic
Forecast and Initiatives

- At the beginning of the pandemic our forecast told us we would only be generating Operational Income by the end of Q4 2020.
- Implemented different measures to control expenses and reduce fixed costs.
- Betting on technological tools and the transformation of processes with the help of technology.
  - Digital boarding pass
  - BI software
KPIs before BI tools

April 2020 vs 2019

Sales down -80.3%
KPIs after BI tools

September 2020 vs 2019

Sales down -52.8%
What is happening now

2020 vs 2021

December
Sales
-50.2%

January
Sales
-54.6%

February
Sales
-55.9%
Thank You!

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