

THE REVITALIZATION OF BUSINESS ACTIVITY AND THE POSSIBILITY OF AIRLINE RESTRUCTURING

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"The revitalization of business" today is a very busy term. Its implementation is to assist the further development of the Slovak economy. The complex arrangements with certain economic and legal terms, prepared a special – a new law on the revitalization of business. The adjustment for revitalization of business continues to transform our economy going through the stage of the social market economy. Linked to the need to promote real transformation of the business sector and desirable cash flow guidance. This article aims to offer the reader an independent view in that the successful revitalization transferred selective and targeted selection of business creates conditions for the revival of business, the activation of production, employment and future positive peripheral effect.

Keywords: revitalization, revitalization project, restructuring, business, entrepreneur, airline

1 INTRODUCTION

The term revitalization literally translated means "re-launch". It is a process by which the return or introduction of new and old all-new features in the area occurs simultaneously to the rehabilitation of physical and spatial components of human settlement or part there of.

Revitalization is a set of activities which aim at restoring and revitalizing public spaces, to reinforce pedestrian activity and interaction between people.

2 REVITALIZATION AS AN ESSENTIAL ELEMENT TO BOOST GROWTH

Revitalization – that is recovery – a significant part of our business, corporate recovery and strengthen the banking system must be an effort and management objectives and ordinary office workers, in business and management sector business including banking, but also the economic ministries. It also includes the revitalization of long-term investment in the company and equipment, staff training and new business start-up activities, but generally focuses on companies whose performance is declining. There is a change in the present business, strategy, structure, corporate culture in order to start-up

development, which aims to restore and strengthen the factors affecting the healthy development and prosperity of the company. To achieve the objective of the new regulations should be excluded from management, contracting and payment of inter-relationships from the existing budget sphere “brakes” and obstacles, such as the example. primary and secondary insolvency firms and their loan burden. It must be an effort not only of the creators of new regulations, but also a conscious idea of their users in order to further successful progress of the economy of the Slovak Republic. That was the reason for the processing of the publication to the public Act. 211/1997 Coll. Revitalization of businesses.

2.1 Objectives of revitalization

The revitalization of the urban renewal and maintenance functions where they have been partially or completely goes out. It is a systematic activity, essential to maintaining and enhancing prosperity.

The starting point for the improvement is the development such procedures:

- will lead to a comprehensive revival of industrial enterprises
- involve the revitalization of all the key partners
- ensure high professional approach to revitalization

- ensure the dynamic development of the revitalized organization.

2.2 Revitalization of enterprises under the Act

The essential and defining feature of revitalization is just an "economic recovery company", to be included in the revitalization. It must be aware that these are businesses that currently exist, and are even legally engaged in economic activity. There are therefore no businesses of any economic activity, respectively, a full stop economic activity. It can also be a practical business with "crippled" activity.

This Act regulates the conditions for revitalizing the business and the procedures for applying for the inclusion in the revitalization, while defining forms of revitalization, the entrepreneur can use in the processing rehabilitation projects.

2.2.1 Conditions of revitalization

The undertaking may apply for the revitalization when producing goods or services that are in line with priorities identified by the Slovak government, and meets one of the following conditions:

- provide employment in the region
- ensuring the economic development of areas with low living standards.
- ensuring the development of important economic activities or areas.
- economically significant activities or areas.

These are the conditions that must be sought in the economic environment, the consequences of including or non-including the revitalization of business.

2.2.2. Types of business revitalization

The proposed form of revitalization will allow to find the optimal solution than from the perspective of creditors and debtors and the ultimate effect of socio - economic field. The forms, which are related to:

- capitalization of claims for repayment of the loan agreement the acquisition of shares and mandatory extension of time under the Banking Act for the period of revitalization,
- options forgive old insurance liabilities incurred yet at a stage when it was part of the state budget.
- the possibility of waiver of taxes under the old tax system applicable before 1 January 1993

2.2.3. Requirements under the Act for revitalization project

Requirements for rehabilitation projects:

- Description of the applicant
- Economic and production and technical information
- Data on employment
- Production and economic objectives, financial and marketing strategy of the applicant

2.2.4 How business revitalization

How the company when applying for a revitalization of a minimum requirement to submit an application in addition to the revitalization project, the annual audited financial statements, list of creditors and debtors to the extent of outstanding liabilities and receivables and inventories of assets at the date of application.

2.2.5 Revitalizing project

This is a legal institution, which is the basis for decision-making process of revitalization. Revitalizing the project should include in particular:

- the name and description of the applicant,
- manufacturing techniques a summary of the economic information needed to assess the effectiveness of a comprehensive revitalization the applicant;
- employment data,

- proposed forms revitalization,
- production and economic intent of the applicant and the expected results of operations,
- Financial and a sales strategy of the applicant,
- the applicant's commitment to comply with restrictions on the discretion of revitalization.

2.3 Restructuring versus the revitalization of business

Revitalization of the company is positively motivated. The purpose is to prepare the company so as to be able to resist preventive negative scenario for the market, or within the company, if appropriate, prepare the company to know what the best use of opportunities that development brings to the market.

The restructuring of the company is strongly motivated by negative situations. This is a serious situation in the life of a company that is in total crisis.

2.4 Basic methods of implementing changes in business practice

The basic changes are considered:

- Continuous Improvement
- Reducing
- Crisis management
- Reengineering
- Transformation Management

2.5 Tools of revitalization

The revitalization the tools included:

- Tools immediate resuscitation business
- Tools revitalization

3 REVITALIZING PROJECT SELECTED AIRLINES – BRATISLAVA AIRPORT

My intention was to test/implement the procedures for a particular airline. After analyzing all available information required

by law, I decided to venture Airport M. R. Stefanik - Airport Bratislava, and. with. (BTS). Given the broad scope of the law itself, I just drew on crucial aspects mentioned in the individual sections.

3.1 Characteristics of the applicant

Bratislava Airport in Slovakia fulfills a very important role of a transport hub. It is the gateway to the capital city Bratislava and throughout Slovakia. Bratislava Airport is the largest international airport of the Slovak Republic is situated 9 km northeast from Bratislava to an altitude of 133 m an area of 511 ha. The Bratislava Airport of M.R. Stefanik is a joint stock company which has successfully managed events at the airport itself.

3.2 The organizational structure and the structure of the shareholders

Shareholder structure is formed:

- National Property Fund of Slovak Republic, 50.30%;
- Slovak Republic by the Ministry of Transport, Construction and Regional Development of the Slovak Republic, 49.70%.

3.3 Economic and production-technical information

Portfolio of services of the Airport M. R. Stefanik is divided into basically by services directly related to the operation of air transport equipment and passenger transport (air services) and additional activities conducted for the benefit of the travelling public and other users in their needs at the airport (non-avionics services).

Part of airport services provided by the company, other services are provided by subcontractors.

3.3.1 Economic information

In 2011, the economy of the most affecting construction II. terminal phase, which began in October 2010 on the approval of shareholders. Since funding for the construction and sharing of the financing outstanding I. phase of construction was mainly bridge temporary debt-financing, a financial plan for 2011 was greatly influenced by the cost of this investment project in excess of organically generated revenue performance and the airport company.

Despite the uncertainty in performance, the management company assumes a slight increase in operating performance, and also chose a conservative approach to the development costs, so that plans operating profit of 34%.

3.3.2 Technical aspects of performance in various segments of the passenger transport

Technical indicators can be described primarily in terms of performance, which the firm through their performances. As the airport company, the emphasis is on passenger and freight services. At the airport in Bratislava operates five airlines. The greatest number of flights made by the airline Ryanair, which in the regular service cut a 89%.

3.3.3. Data on employment

Airport M. R. Stefanik employed at 31 December 2010 with 601 employees, an annual decrease of 29 employees. The reduction in the workforce was in part due to process optimization and streamlining operations at the airport company, as well as due to natural fluctuation, leaving employees into retirement or non-continuation of employment contracts of limited duration.

4. DRAFT UP TO REVITALISING ANALYSIS OF THE SOLUTIONS ACCORDING TO LAW

Solution implies more structured approach to technical and economic aspects of the functioning of the airport company. Measures to improve the breakdown presented in revitalizing the prescribed regulations.

4.1 Position Airport M. R. Stefanik in terms of the profile

In Europe it is traditionally closely linked to such airport to the region in which it operates. Bratislava Airport is a successful airport of regional significance, while the main airport of the Slovak Republic. Is there a certain contradiction here, where on one side of the airport is under pressure from carriers, because they expect to practice and approach (and charges) as at other regional airports, on the other hand it is pressure from the public as to produce standards as other major airports.

Bratislava airport located in a convenient location to downtown, should be taken into account, it can be in a disadvantageous position and operates within the region dominated by the Vienna airport (20mil. the passengers per year) and partly in Budapest (7 million. The passengers per year).

4.2 Production and economic objectives, financial and marketing strategy of the applicant

The main objectives of the airport should be designed to ensure growth and development of performance, reflecting the favourable situation in the airline industry, after 2008, the economic and operating performance of companies have started to reflect the impact of the global economic decline and bankruptcy of several airlines that had a negative impact on the number of the passengers as well as overall performance and financial condition of the airport.

4.3 Measures under analysis results

Analysis of economic, technical and personal areas of performance highlighted some positive aspects which have become a source of action.

In the financial area:

- In the long term to improve the structure of liabilities in order to remove thin airport in terms of assets.
- In the short term to create a greater accumulation of capital to ensure liquidity
- In terms of operating profitability to keep the economy from an emphasis on increasing revenue from non-avionics business.
- In the service economy find ways to reduce write-offs as the main reason of loss.

In the area of sales:

- ability to sell the non-aviation activities
- enhance market research and customer needs and non-scheduled services
- activities designed to promote sales (advertising, promotion, pricing, selling, creating distribution channels, product policy and of assortment)

In the field of manufacturing techniques:

- complete the construction of the first terminal of the airport and provide transfer processing of the original flight departure terminal to the new building of the airport without limitation,
- ensuring II. terminal phase of construction
- Increase the operating performance of air cargo,

In the area of personnel:

- improve the quality of human resource remuneration due to the elimination of monthly income disparity between the positive growth in revenue per

employee and the negative evolution of the gross monthly income

- strengthening staff numbers in screening (as in 2010 there has been considerable staff turnover included the screening department, which is closer to the value of 20%)

5 CONCLUSION

Air transport needs strong infrastructures both in the air and on the ground. The ongoing creation of the single sky should further increase the efficiency of EU air transport. It is necessary to achieve a leading position in the future structure of air traffic management systems.

The benefits of these measures should improve the situation of the company in key economic and production-technical areas. for example, include the impact of the aviation sector, thereby offsetting existing deficiencies and significant decline in the company in previous years.

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