

Delving deeper into the traits of Unique Business Models, we came across something that has been used since eternity but not quite adopted by organisations

Fractional Ownership: An expensive product is sold not to a single individual but to group of buyers.

Netjets lets the well-heeled own an aircraft at a fraction of the cost. They provide the user the luxury of a private aircraft at an annual fee. A Netjets 'owner' can plan a last minute trip without having to depend on the schedule of a commercial airline. Netjets provides her/him with an aircraft to and for the destination of his choice (from a wide-ranging list covered by them). All ground and in-flight services are taken care of by Netjets.

This is an ideal offering for owners of medium scale businesses, who cannot yet afford a private aircraft of her/his own but is also too busy to waste time being dependent on the schedules of commercial airlines. Netjets has effectively **converted a product sale into a service offering**. This is what we found interesting about the company.