



# SHIPPING & LOGISTICS

## AIT: Adding and expanding to offer top-quality services

BY CYNTHIA COLÓN

**A**IT Worldwide Logistics Inc. is known for providing companies with the most reliable and cost-effective transportation and logistics solutions. In addition to these services, it is striving to expand its customer service as well as adding ocean and warehousing services.

The family business specializing in air services recently added 6,000 square feet to its space, which will translate to more efficient operations.

"We are committed to our customers and also to our employees," said Ivelisse Maldonado-Llanos, general manager of AIT Worldwide Logistics Inc. "We are extremely grateful that they are dedicated to their jobs the same way we are.

"Without their support, we would not be able to grow," she said. "They are our eyes and ears. So we know that if we continue having such a supportive group, then success will be ensured."

For more than three decades, the global transportation and logistics provider has been delivering tailored solutions for the unique applications and delivery services required by each customer. In this fierce and competitive market, it must be prepared to offer top-quality services.

"We try to maintain good communication with our customers by providing on-call services 24



*Ivelisse Maldonado-Llanos & Senen Llanos (center), owners of AIT Worldwide, with operations staff and drivers.*

hours a day," said Maldonado-Llanos, adding that for AIT, customers are not just a tracking number. "By doing this, customers will feel confident that they can call us at any time, and know that we are going to be available for them.

"When you are selling services, price is important, but knowing that you can count on your partner in

business—that's how we want our customers to feel about us—and give them peace of mind."

AIT, like many other companies, has been hit by rising costs occasioned by the recession. Meanwhile, selling prices are being forced down by market changes and competition.

Yet the company has experienced

growth because it has redirected its services while trying to gain and maintain customer confidence as well as adding technologies that provide more tools to compete.

"The future of the company is difficult to predict, but even in difficult times like this we continue to grow, so we expect to stay on this track," said Maldonado-Llanos. ■