



Report on



Regent Airways



Report on
Ticketing & Reservation Related Service
of Regent Airways

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Letter of transmittal

19th June, 2016

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Subject: Submission of Internship report

Dear Mam,

I would like to submit my report titled 'Ticketing & Reservation Related Service of Regent Airways' prepared as a part of the requirement for BBA program of BRAC Business School. I have successfully completed my internship program in Regent Airways and I work there as Management Trainee for the last four months. Working on this report was a great learning experience for me as I got to learn the differences between practical and theoretical work. I hope you will find the report to be objective, systematic and reliable.

I would like to take this opportunity to thank you for all the support and guidelines that you have provided, which I hope to continue getting in the future. Meanwhile, I will be available if you have any query.

Sincerely yours,

Maksud Bin Khair

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Acknowledgement

At the beginning of preparing this report, I would like to convey gratitude to the Almighty Allah for his blessing in completing this report. This internship report is an accrual of many people's effort. For this, I am obliged to a number of people who helped me to organize this report and or their kind opinion, suggestions, instructions and support and appropriate guidelines for this. I have received endless support and guidance in preparation of this report from numerous sources. I would like to take this opportunity to thank them all.

First of all, I would like to thank my Internship Supervisor Asheka Mahboob, Lecturer, BRAC University for her continuous guidance and assistance in preparation of this report. Her invaluable advice has helped me a lot in writing this report. I am immensely thankful to her for the supports she has provided during my Internship period.

Next, I would also like to express heartfelt gratitude to my department supervisor at Regent Airways, Aminul Hoque, Assistant Manager, and Marketing & Sales. He directed me towards the right information and regularly reviewed my progress in preparation of this report. I would also express heartfelt gratitude to my colleagues who always supported me in all ups and downs throughout the internship period.

Their valuable contribution has facilitated the successful completion of this report to a great extent.



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Executive Summary

Airline business becomes so demanding in recent years. For an airline, the ticketing service quality is very important to satisfy its passengers and delivering the service in the shortest possible time is another challenge.

Complication becomes so acute when an airline needs to deal with both of the passenger groups: one is General passenger and another one corporate passenger. Both of the groups have a distinguished set of complications in order to provide the ticketing service but Regent Airways has managed over the year in the finest possible way to service its passengers regarding tickets and that is why Regent Airways becomes popular in airline business. Regent Airways is not only doing business but also helps the passengers by providing some assistance in their needs.

Regent Airways has contracts with various travel agencies like other airlines to sell their tickets to expand their business, their reputation and overall wants to provide better service as a Bangladeshi airline company to Bangladeshi passengers along with other countries' passengers.



Preface

Regent Airways is a subsidiary of Habib Group. The Habib Group is a prominent Bangladeshi industrial conglomerate. Founded in Chittagong in 1947, it employs over 20,000 people and has various interests in textiles, aviation, cement, steel, real estate, insurance and banking. It is the parent company of Regent Airways, a Bangladeshi private airline and Regent Power Limited, a power generating company.

Regent Airways started its journey from the year 2010. In these five years journey, Regent Airways expand its business from domestic to international. Now Regent has domestic flights to Chittagong, Cox's Bazar & international flights to Kolkata, Malaysia, Singapore and Bangkok.

Regent Airways is concerned about passengers benefit. To achieve the most passengers' satisfaction, Regent Airways always tries their best to sell their tickets in lowest price, tries to make availability of their tickets all around Bangladesh.

Regent Airways sells their tickets through online, various travel agencies, Regent's own counters-three counters in Dhaka, two counters in Chittagong and one in Cox's Bazar. Regent Airways has international counters also located in Kolkata, New Delhi, United Kingdom, Kuala Lumpur, Thailand and Singapore City.

Regent Airways always tries to come up with better solutions for any kind of problems of passengers because they count every little thing regarding passengers.



Regent Airways

Regent Airways (incorporated as HG Aviation Limited) is a wholly-owned subsidiary of Habib Group - the Chittagong-based conglomerate engaged in a diverse portfolio of business endeavors which include power, steel, readymade garments, textiles, spinning, cement, paper and fertilizer among others.

The airline began commercial flight operations from 10th November, 2010 using its own fleet of two Canadian-built Bombardier Dash-8-Q300 aircraft, each seating 50 passengers in a single-class layout. The aircraft is known for its exceptional reliability and passenger comfort.

Now their fleet consists of 05 (five) aircrafts. Among those 02 (two) Dash-8-Q300 aircraft reputed for its exceptional reliability and passenger comfort, which are maintained to European standards, 01(one) Dash-6 400 and 02 (two) Boeing 737-700 Next Generation aircraft which was awarded type certification by the FAA, In addition, the newer 737 models offer a modern flight deck using the most advanced navigation technology available today. The fleet is planning to expand soon with larger jet aircraft as Regent is expanding more international destinations reaching beyond the borders of Bangladesh.

The 737 Boeing Sky Interior features modern sculpted sidewalls and window reveals that draw passenger eyes to the airplane's windows, giving passengers a greater connection to the flying experience. The design offers larger, pivoting overhead storage bins that add to the openness of the cabin. The bins give more passengers room to store a carry-on roll-aboard near their own seat, adding both extra convenience and extra leg room.

With the tagline "every little thing counts", Regent Airways reasserts its commitment to excel in airline service and be recognized as a world-class airline from Bangladesh.

As a start-up airline, Regent Airways is setting standards never seen before in the local industry – starting from extensive infrastructural capabilities and modern fleet of aircraft to world-class training of its staff and adoption of highest safety standards. It is also noteworthy that Regent Airways is the first airline from Bangladesh to have received approval for its Safety Management



System Manual from the Civil Aviation Authority of Bangladesh (CAAB) which is an internationally acknowledged standard set forth by the International Civil Aviation Organization (ICAO).

Across the fleet and for every single flight, Regent is giving paramount importance to the safety of its passengers. Regent is closely working with the International Air Transport Association (IATA) – global airline industry’s leading organization, which trains the airline’s staff in the areas of safety, security, and customer service. All their staffs are motivated to provide impeccable standards of services on the ground and in the air each and every time.

With the vision of becoming the leading airline from Bangladesh to set the standards and keep raising it ourselves, Regent Airways is becoming the most-preferred airline for the passengers to fly with. They are very pleased to inform that they have proved an on-time performance of over 97% and have carried over 783,240 passengers within three years of operations with a perfect safety record.



Logo Definition

Red & Gray Logo: The red represents the regency of Regent Airways. It complements the priority & the exclusive essence of the brand. And the gray text represents the orthodox value of The Regent Airways.

Two Doves: The golden dove represents the priority, premium class & flying power of Regent Airways. There are two doves in two different shades of gold. The deeper golden dove represents the contemporary class & experienced part of Regent Airways while the lighter golden dove represents the younger & cheerful part of Regent Airways.



Golden Bubbles: The golden bubbles represent different nations & countries of the world. In fact the bubbles are the present & the future destinations of Regent Airways. While amassing all the bubbles, it brings a dove shape which represents Regent Airways. There is a colored gradient on the bubbles pattern which is two different shades of gold. These represent the transformation of the past, present & the future.



Job Description

As a Management Trainee, Marketing & Sales Department of Regent Airways, my main duty was ticketing & reservation. I had to make & confirm reservations and provide tickets to passengers according to the availability and according to the passengers' requirements. At the same time, I had to work with the package department of Regent Airways which is related to the ticketing & reservation. Side by side, I had to follow up with the travel agencies to give update of new special fare, packages etc.

Specific responsibilities of the jobs

Though there were various duties of ticketing & reservation department, I had some specific responsibilities such as:

1. **Arranges reservations and routing for passengers:** Make reservations according to the passengers' requirement. If passengers' face difficulties during payment, we reserve the seats for few times so that passengers' can pay and take the tickets.
2. **Examines passenger's ticket:** Sometimes passengers' come to check the tickets whether the flight and tickets are or not.
3. **Plans route and computes ticket costs using schedules:** Passengers' enquire about tickets availability, fare of tickets. After knowing that the passengers' plan when to travel.
4. **Assists passengers requiring special assistance:** Among the passengers' there may be some passengers who need special care like wheel chair facility, extra care. In that case we help them according to their requirement.
5. **Inform travel agents in other locations of space reserved or available:** Though travel agents are not directly linked to our department, sometimes we have to contact with them according to the business requirement regarding special fare, packages etc.



Critical observation and recommendation

The competition in the market is so high that everyone has to give their best to remain competitive in the market. My duties were much more supportive and not structured. I usually get update from my supervisor regarding passengers' demands about ticketing. These days the job duties are not that much structure and do not have any specific duties. These have both positive and negative effects. Sometimes specific job duties can reduce the proper utilization of resource but can be helpful to ensure the quality of the job. Else, undefined job duties can cause unexpected result and annihilation on jobs but sometimes it is good for organization if the resource used in proper way to get the job done. What I feel, the organization's job duties should be defined and need more human resource to roll out the activity smoothly. Sometime the work pressure is so high that they need to transfer people from one branch to another to manage the situation.

Project Summary:

To comply with academic requirement of getting theoretical knowledge, I applied in some institutions and from them Regent Airways has offered me to do so. Reporting to the Manager, the internship period has been started since 15th September, 2015. During my internship period I worked with ticketing & Reservation Department of Regent Airways. While working with this department, the department supervisor gave me a brief of the functions of ticketing and reservation. As I got the chance to work practically here, so I would like to describe my contribution to Regent Airways.

Objectives of the study:

Primary Objective

The primary objective of this report is to use the theoretical concepts of Marketing & Management in practice which I have achieved through my studies from all courses as it is a requirement of BBA program of BRAC Business School.



Secondary Objective

- To meet the terms with the entire business procedures
- To formulate a bridge between the theories and practical procedures of ticketing & reservation.
- To be aware of the terms of ticketing & reservation.
- To gain practical experiences and view the application of theoretical knowledge in the real life.

Methodology:

This report has been prepared on the basis of experience gathered during the period of internship. At first the topic and research objectives were selected and I collected data regarding the report.

Sources of Data:

Sources of data were collected through two segments. I) Primary and ii) Secondary Data

Primary Sources of data were

- Practical desk work.
- Conversation with the employees.
- Conversation with the passengers.
- Appropriate document study as provided by the supervisor.
- Personal experience gained by working with different people.

Secondary Sources of data were

- Various internal documents of Regent Airways
- From Regent Airways own website
- Articles obtained from different libraries and from the internet.



Limitation of the Report

During preparing the report I had to face some problems and those problems were:

One of the major limitations is the shortage of internship period. Since three month is not enough to know everything of a department, I could not apply all my theoretical knowledge. The data and information related to the topic was not easily available. Supply of more practical and up to date data was another shortcoming. Many employees have not been interviewed as they are whole day busy with their Works. The more important thing is Regent Airways is an airline company; they have more confidential information than any other types of company. They have many contracts with various agencies, contracts with pilots and more importantly they have confidential information about ticket fare. These are the limitation of making the report.

Chapter-01

Ticketing & Reservation

Ticketing & Reservation Department is very much important for selling the tickets of airline. The main duty of ticketing and reservation department is manage ticket for passenger according to the availability and also based on the demand. Regent Airways reservation system contain airline schedules, fare tariffs, passenger reservations and ticket records.

Regent Airways is making uncompromised commitments to ensure delivery of world-class services. Their state-of-the-art e-ticketing & reservation is empowered by VRS (Videcom Reservation System) provided by EmQuest (a division of Emirates). VRS solution is currently being used by over 35 airlines worldwide. The VRS solution has beaten the likes of British Airways and Virgin in winning the prestigious “Airline Website of the year in 2008”. The VRS features rich functionality using cutting edge technology to deliver a very user friendly platform. The flight operations is supported by solutions from Lufthansa Systems – the world’s largest provider of airline IT solutions; the engineering is strengthened by the association with respectable operator and renowned engineering services provider.



How it works

There are sufficient agents in ticketing department whose duty & responsibility is to ensure tickets for passengers. When passengers come for tickets, we the agents probe them about their requirements like which date they want to travel, do they want economy or business class, how many passengers etc. After asking these types of questions, we check VRS for the availability of tickets. If we get the tickets according to the passengers' requirement then with the agreement of the passengers we the agents issue the tickets. And if we don't get the available tickets according to the passengers' requirements, we request them to change the date as there are no available seats.

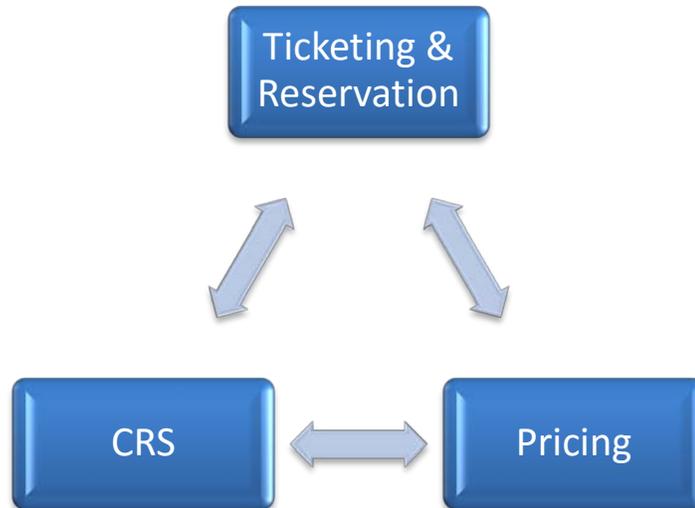
The responsibility is not only limited to issue tickets. We also re-issue, refund, cancel the tickets and try to help them by any means. When any passenger wants to re-issue, refund or cancel the tickets, they have to pay extra charges for these services. It's the company policy.

There are also two departments that are aligned with the Ticketing & Reservation Department - they are CRS & Pricing.

CRS means "Central Reservation System". Their duties are almost like Ticketing & Reservation Department They also book, issue and re-issue tickets. They have more duties and responsibilities than ticketing & reservation department because they have to monitor all sales counters (Ticketing & Reservation Department), agencies. If any sales counter or agency faces any problem which is beyond their capacity, then they contact with CRS for further help. Then CRS assist them to solve the problems regarding tickets.

Pricing department also booked tickets and make the fare for particular tickets like free tickets, winning tickets, special class tickets etc. If passengers come with such type of tickets to issue, the agents of Ticketing & Reservation Department contact with Pricing Department to issue the tickets. These are some different types of tickets. That's why we need to contact with them. Sometimes both CRS and Pricing Department work together with Ticketing & Reservation Department.





Model: Working Relationship

Regent Airways Sales Office

Regent Airways has many sales counters (Ticketing & Reservation Department) in various locations in Bangladesh and also in International locations to sell the tickets as much possible for passengers benefit. In Dhaka, Regent Airways has three sales counters – Gulshan, Motijheel and also in Dhaka Airport. Two sales counter in Chittagong – One is in Agrabad and another one is Nasirabad. And the last one is in Cox’s Bazar.

Regent Airways has sales counter not only Bangladesh but also in International locations like Kolkata, Kuala Lumpur, Bangkok and Singapore. They also open two new sales counters which is located in New Delhi and in London.



Bangladesh

<p>Dhaka - Gulshan Sales Office</p> <p>SA Tower (Level-5), Plot#1, Road#134, Block SE(A), Gulshan-1, Dhaka 1212</p> <p>Email : sales.gulshan@flyregent.com Mob : +88 02 55669911 View Map</p>	<p>Dhaka - Motijheel Sales Office</p> <p>Alhaj Tower (4th Floor) , (Near Motijheel BRTC Bus counter), 82, Motijheel Commercial Area, Dhaka</p> <p>Email : sales.motijheel@flyregent.com Mob : +88 02 55669911 View Map</p>	<p>Chittagong - Agrabad Sales Office</p> <p>Arag Chamber, Ground Floor, 68 Agrabad C/A</p> <p>Email : sales.agrabad@flyregent.com Mob : +88 02 55669911 View Map</p>	<p>Chittagong - Nasirabad Sales Office</p> <p>Plot#1634, Asian Highway, Ground Floor, East Nasirabad, Panchlaish</p> <p>Email : sales.nasirabad@flyregent.com Mob : +88 02 55669911 View Map</p>
<p>Cox's Bazaar - Hotel Kollol</p> <p>Hotel Kollol, Ground Floor, Kollol Point, Cox's Bazar.</p> <p>Email : sales.cxb@flyregent.com Mob : +88 02 55669911 View Map</p>			

International

<p>India - New Delhi</p> <p>Bird Travels Pvt. E-9 Connaught Place, New Delhi 110001.</p> <p>Email : newdelhi@flyregent.com Mob : 033-30222615 View Map</p>	<p>India - Kolkata</p> <p>Bird Travels Pvt. Ltd. Crescent Tower, Minto Park Crossing, 229, A.J.C Bose Road.</p> <p>Email : ccures.n@bird.in Mob : 033-30222615/ 908587 View Map</p>	<p>United Kingdom - London</p> <p>Regent Travels (UK) Ltd. unit-2, 61 Princelet street, London E1 2LP, rana@flyregent.co.uk</p> <p>Email : sales@flyregent.co.uk Mob : 020 72477337 View Map</p>	<p>Malaysia - Kuala Lumpur</p> <p>Abadi Aviation, 1st Floor 22-1 Jalan Hang Kasturi, 50050 Kuala Lumpur Malaysia , Tel: 603-20728255 Fax: 603-20727255</p> <p>Email : gsa.ku@flyregent.com Mob : 603-20729255 View Map</p>
<p>Thailand - Bangkok</p> <p>Privilege TRS Co. Ltd. 19/13, 2nd floor, Sukumvit Sulle Soi-13, Sukumvit Road, Klong Toye nau, Wattana, 10110, Bangkok, Thailand.</p> <p>Email : privilege-sagor@gmail.com Mob : 0066894883821 View Map</p>	<p>Singapore - Singapore City</p> <p>Shahid Travel & Tours Pte Ltd, 161, Kitchener Road # 01-12/13 New Park Hotel Shopping Arcade, Singapore 208533 Tel: +65 62933733 Fax: +65 62939503</p> <p>Email : shahidtt@singnet.com.sg Mob : +65 62933733 FREE View Map</p>		

Sales offices are important because passengers have to come physically to issue, reissue, cancel and refund the tickets. Without sales counters (Ticketing & Reservation Department), these types of works are not possible. That is why sales offices are important both for passengers and for Regent Airways as well. So Regent Airways tries to expand sales offices for passengers' advantage.



Regent Airways Corporate Sales

With innovative products and services, Regent Airways Corporate Sales can meet and even anticipate the most demanding requirements of corporate clients which currently run to more than 300 accounts, including the biggest names in the local business scene. Our Corporate client includes Leading Banks, Pharmaceuticals, Garments, Buying Houses, Hotels, NGO's, Leading Cement & steel factories, Embassy's, Bangladesh Cricket board, Power etc. We provide several services to them, such as ticket issuing, modification, cancellation, refund and any other problems. Also we provide special services to their high officials at the Airport like-meet & assist and any other travel related services request by them.

A corporate sale is related to the Ticketing & Reservation Department. The sales team of Regent Airways handles the corporate sales. They generally arrange seats and customize all the things according to the policy of Regent Airways but they cannot issue the tickets. They book tickets for group and contact with sales counter (Ticketing & Reservation Department) to issue tickets. Only Ticketing & Reservation Department has the core authority for issuing tickets. Though Ticketing & Reservation Department does not involve with group tickets directly but this department helps the sales team with corporate sale.

Regent Airways Destination & Fare

Regent Airways has several destinations including international & domestic. Regent Airways has flight to Kolkata, Kuala Lumpur, Singapore & Bangkok in international sector and domestic flight to Chittagong & Cox's Bazar. Regent Airways has different kinds of fare based on the ticket class. Though passengers have to come to sales counter to issue tickets, they have several questions regarding ticket fare, departure time, and availability. That's why the Ticketing & Reservation Department has to provide information about destination & fare. When passengers have questions about fare, the agents have to check it in VRS for the available seat. According to the availability, the agents have to inform the fare for a particular date of a particular destination.



There is a fare chart given below which has shown only the starting fare of Regent Airways flying destination.

SECTORS		FARE STARTS FROM	
INTERNATIONAL		ONEWAY*	RETURN*
DHAKA	KUALA LUMPUR	BDT 21859	BDT 28428
KUALA LUMPUR	DHAKA	MYR 401	MYR 803
DHAKA	SINGAPORE	BDT 20614	BDT 37723
SINGAPORE	DHAKA	SGD 218	SGD 447
DHAKA	BANGKOK	BDT 15553	BDT 23838
BANGKOK	DHAKA	THB 6044	THB 9889
CHITTAGONG	BANGKOK	BDT 18667	BDT 26952
BANGKOK	CHITTAGONG	THB 6200	THB 10968
DHAKA	KOLKATA	BDT 6946	BDT 11410
KOLKATA	DHAKA	INR 4293	INR 7405
CHITTAGONG	KOLKATA	BDT 7803	BDT 14680
KOLKATA	CHITTAGONG	INR 6555	INR 10658
DOMESTIC		ONEWAY*	RETURN*
DHAKA	CHITTAGONG & v.v.	BDT 3704	BDT 7408
DHAKA	COX'S BAZAAR & v.v.	BDT 4304	BDT 8608

Fare Chart

This fare is not the fix one but a sample one for understanding because fare of the tickets changes time to time on the basis of availability.



Package

Regent Airways has also package service. This package includes air ticket & hotel booking. Generally they do packages in Bangkok, Kuala Lumpur, Singapore & Cox's Bazar. The package department booked the ticket & hotel according to the passengers' requirement. The hotel part is totally on package department but air ticket part is share responsibility for both Package department & ticketing department. The package department has no authority to issue the tickets, so they have to contact Ticketing & Reservation Department to issue the package tickets.

Some samples of Regent Airways' packages are given below:

3 DAYS 2 NIGHTS BANGKOK:

Economy Hotel: Royal Asia Lodge or similar

3*Hotel: Regency Park/Manhattan or similar

4*Hotel: President Solitaire/Grand President or similar

5 DAYS 4 NIGHTS BANGKOK-PATTAYA:

3*Hotel: Regency Park/Manhattan (BKK), A One Star Hotel (PATTAYA) or similar.

4*Hotel: President Solitaire/Grand President (BKK), Royal Twins Palace/Eastin/Mercure (PATTAYA) or similar.

5 DAYS 4 NIGHTS BANGKOK-PHUKET:

4*Hotel: President Solitaire/Grand President (BKK), Sunset Beach Resort (PHUKET) or similar

5 DAYS 4 NIGHTS BANGKOK-KRABI:

4*Hotel: President Solitaire/Grand President (BKK), Beach Terrace Resort (KRABI) or similar



3 DAYS 2 NIGHTS SINGAPORE:

2*Hotel: Fragrance Selegie/Fragrance Imperial or similar

2.5*Hotel: Cherry Loft/Cultural or similar

4*Hotel: Park Royal on Kitchener Road or similar

5 DAYS 4 NIGHTS KUALA LUMPUR-SINGAPORE:

2.5*/3*Hotel: Metro/Star Points/Sentral Pudu in KUL Claremon/Cultural in SIN or similar

3 DAYS 2 NIGHTS COX'S BAZAR:

Ocean Paradise Hotel & Resort

Sayeman Beach Resort

These are the some samples of hotels that have contract with Regent Airways. According to the passengers' requirement, the price may differ. When the passengers come for package at Ticketing & Reservation Department, the agents have to inquire about the traveling time. If the seats are available according to the passengers' requirement, the agents book the seats and send the booking reference to the package department through email. After checking the reserved seats for hotel-package, they change the class of the tickets and finally make reservation for package. Then the package department contacts with the hotels according to the passengers requirement and also make reservation of rooms. Then they finally confirm all the things including tickets and hotels & let us know to issue the tickets. This is how the Package Department works with Ticketing & Reservation Department to do package.



Service Information Related to Passenger

There is some information passengers wanted to know when they come to ticketing & reservation department (Sales Counter) for purchasing tickets.

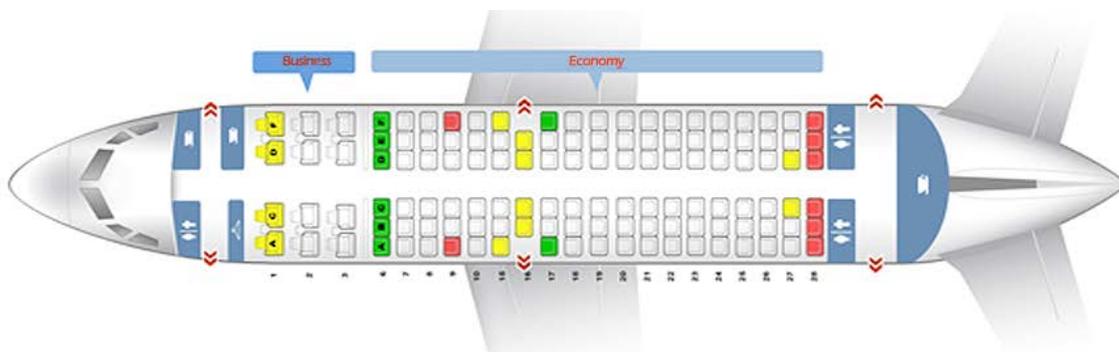
Baggage Information

Passengers want to know how much weight they can carry during the flight. Generally for domestic flight per passenger can carry 40kg as baggage & 14kg as hand baggage for round trip. And for international flight passenger gets in average 60kg as baggage allowance & 14kg as hand baggage allowance for round trip.

In-Flight Seating

Boeing 737-700

Boeing 737-700 is the most advance & reliable narrow body jet liner ever produced, with the blended winglets this air craft is more fuel efficient than any other of the same class. Boeing 737-700 has a stunning range of traveling 5510 kilometers with full load and can carry up to 756-1,835 cu ft of cargo. Regent Airways Boeing 737-700 is configured in 126 seating capacity, with 12 business class and 112 economy class seats. The comfortable 33 inch seat pitch of economy class ensures utmost comfort for passengers & the 12 business class seats are configured with 45 inch reclining seats to give the passengers' just the comfort they need to make their trip a comfortable one.

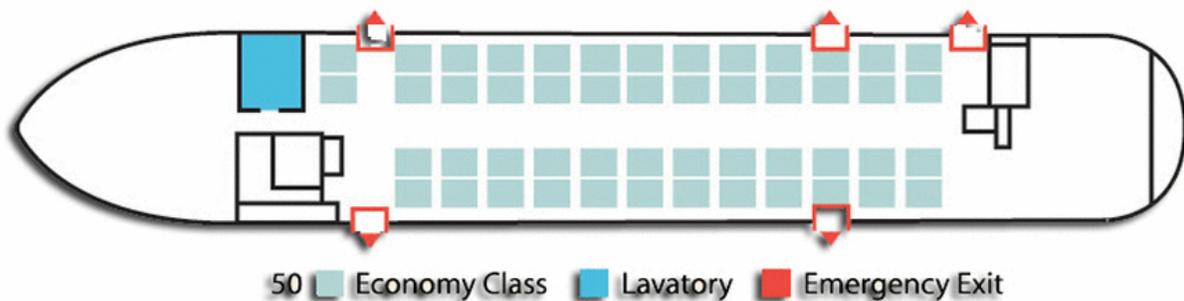


Model: Boeing 737-700



Dash 8

The current fleet of Regent Airways is consisted of 2x Canadian-built Bombardier Dash-8-Q300 aircraft, each seating 50 passengers in an undivided single-class layout. All seats have a generous pitch of 32 inches and individual tray-tables in a 4-abeast seating arrangement (except Row 1 of 2 seats, D & F forming a club-seating with Row 2 D & F seats) across the cabin. The contoured overhead bins provide more than adequate space for cabin baggage and accommodates the individual reading lights and air conditioning control for every seat. The cabins of the aircraft are equipped with Noise & Vibration System (NVS) which minimizes noise down to just 75 dBA, making the flights quieter and more comfortable than other aircraft in its class. For optimum safety, the aircraft has as many as 5 emergency exits for quick and safe evacuation of passengers in the event of any emergency.



Model: Dash 8



Analysis on Ticketing & Reservation Service

Ticketing & Reservation Department is dedicated to passengers to provide them the lowest fare according to the availability. This department is always here to help their passengers. Though every airline is concerned about their passengers' facility, Regent Airways has taken special care to their passengers.

This department not only provides tickets but also provides some extra assistance in the time of passengers' need like Meet & Assist, Wheel Chair facility, In-Flight Assistance etc. Sometimes we provide some extra care which is out of our duties & responsibilities. Regent helps the customer find tickets of other airlines in case it doesn't fly to certain destination also contact travel agencies if they need some other facilities.

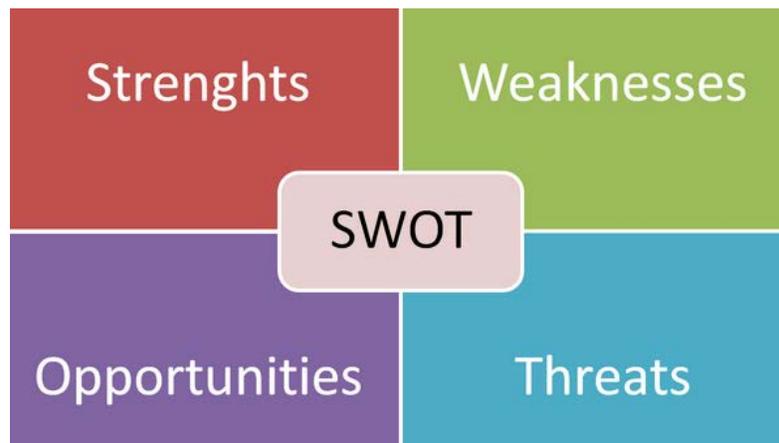
Regent Airways is always concerned about their passengers' security & comforts. That's why they regularly follow up with their maintenance team if there any problems or not. In case of any serious problems with the flight it is canceled and the passenger are provided with full refund .This analysis on Ticketing & Reservation will be better understood by SWOT analysis which is given below:

Strengths: The main strength of this Ticketing & Reservation Department is the service. When passengers come for tickets, they have expectation for lowest possible fare and obviously good behavior as it is an airline office. The agents of this department have the qualifications to provide them the lowest fare. If the agents don't find seats in the system for the passengers, they contact with travel agencies if the agencies have reserved seats. It's very complicated issue to manage seats working with travel agencies. But since the agents try to provide the best seats available to the passengers, it increases the level of customer loyalty.



Weaknesses: Though the agents of Ticketing & Reservation Department always try to help the passengers with their level best, they sometimes face difficulties. The reason behind these difficulties is lack of training facilities. Regent Airways Ticketing & Reservation Department has no specific training method or facility or any kind of training team to assist the agents of this department. The only scope to learn is daily basis work at office. As a result, the agents sometimes cannot help the passengers or cannot do their duty in a proper way. So occasionally, Ticketing & Reservation Department failed to sell tickets in the right time and handle difficult passengers the proper way, due to lack of training.

Another weakness would be the online booking system. The passengers often complain that they weren't able to get the payment done online, which is a hassle; because when they come to the counter with the PNR the agents are not able to provide the seats due to system. Sometimes seats aren't available and passengers have to face hassle of changing their planned date or time.



Opportunities: This Ticketing & Reservation Department has better opportunities for improvement. Already this department has the excellence to do better but this department needs further support to do more. Regent Airways has better chance to capture more passengers with the help of Ticketing & Reservation Department. The other airlines can book tickets for passengers but Ticketing & Reservation Department of Regent Airways has no authorization regarding this issue. If Regent Airways gives Ticketing & Reservation Department the authority to book tickets for passengers, the sell will be higher than regular. There are more opportunities to increase more destinations nationally and internationally. There could be a market research done of the popular destination and Regent can provide a cheaper fair for them.

Threats: Like strengths, weaknesses & opportunities, The Ticketing & Reservation Department of Regent Airways has threats also. There are some other Bangladeshi airlines such as Novoair, U. S. Bangla, United Airways which are the major competitors of Regent Airways. They are one of the threats because they have very competitive price of ticket fare. Ticketing & Reservation Department needs technical up gradation. The system we use for ticketing is not suitably user friendly. This becomes one of the obstacles for ticketing. Another complication is authorization. The Ticketing & Reservation Department cannot issue all classes tickets. This department can only issue some specific classes tickets. That is why sometimes sale does not go high. This department cannot also allocate seat. Seat allocation is only possible from airport during boarding pass, which causes dissatisfaction of the passengers and becomes a threat for Regent Airways.



Recommendation

While doing my internship at Ticketing & Reservation Department of Regent Airways, I observed the whole working process of the unit and came up with some recommendations which I would like to include and they are-

- There should be facility of training programs so that the employees get more knowledge.
- There is less scope of promotions of the employees, so I think the scope of getting promotions should be increased in order to motivate employees.
- Regent Airways has no CSR activities, so I think they should start their CSR activities. It would not only be beneficial to the people of the country but also for the company itself.
- Regent Airways should offer transportation facilities to its employees as many employees come from far away.
- The working hour has two shifts. One is from 09:00 am to 05:00 pm & another one starts from 12:00pm to 08:00pm but it often exceeds because of work pressure. To avoid this is necessary.
- While working here I also observed that the employees got their bonus late which can make the employees unhappy. So the employees should get their bonus in time.



Conclusion

Regent Airways is one of the Bangladeshi airlines which gains popularity within very short time in domestic & international sector. Regent Airways has some unique types of approach to the passengers to gain their loyalty. Passengers have more faith to fly with Regent Airways because the service quality especially the service of Ticketing & Reservation Department is much more reliable to them. The agents of Ticketing & Reservation Department are very concerned about the passengers' facility and their comforts. When the passengers come to them for tickets, the agents talk with them with smiling face which is very much important to the passengers and the passengers obviously happy with their service quality. I learned a lot from here as it is a totally new sector for me as a career. All these knowledge that I have gained by working four months, I can surely carry for the rest of my career.



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