

Internship Report

On

US Bangla Airlines (BS) Ltd.





Inspiring Excellence

Internship Report

On

Performance Improvement Analysis

On

US Bangla Airlines (BS) Ltd.

Prepared for,

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BRAC University

Date of Submission: 13th December, 2018



Letter of Transmittal

30th November, 2018

Nusrat Hafiz

Lecturer

BRAC Business School

BRAC University

Subject: Submission of Final Internship Report.

Dear Madam,

I am very pleased to submit my final internship project based on which is prepared on the topic on US Bangla Airlines (BS) Ltd. The internship research project paper is entitled “Performance Improvement Analysis Improvement on US Bangla Airlines (BS) Ltd”. I have tried my level best to accomplish my Internship project sincerely and brought out a meaningful insight within the constraints. Although there were some difficulties faced by me to survey the research and make it meaningful through conducting many informative tasks with co-operation. The final internship project paper given me the opportunity to relate theoretical knowledge to focus on my realistic working environment side by side provided me an outlook on how to ensure the performance of a particular company and sustain the company with massive initiatives for the betterment of the company’s growth in the overall airline industry sector.

I obviously appreciate your kind advice, suggestion; co-operation and knowledge you provided regarding this final internship project paper submission which will definitely help me to proceed further as a brilliant guideline side by side sustain a particular company’s overall performance as a challenge.

Obediently Yours,

Siam Zulfigure Amin

ID No: 12104090

BBA Department

BRAC University.



Acknowledgement

First of all, I would like to thank to our respected Supervisor Nusrat Hafiz madam for conducting the internship program based on “US Bangla Airlines. The course provided latent knowledge and internship skills which will provide me a future professional experience. Her overall effort made me to prepare the course accordingly. Her knowledge on this particular side gave me sound ideas on how to prepare for a final internship program. It would be quite impossible without her efforts provided on me. The overall internship program not only given me the opportunity to learn but also provided many useful sources on how to relate in the working environment.

Secondly, I would like to thank Human Resource Department of US Bangla Airlines team for their excellent cooperation to design the Internship paper. The company provided me a thorough idea on how to work in the corporate field and given me an opportunity through guidelines on to cope up with the organizational environment in a competitive airline industry. The internship program is accomplished with the company’s whole effort provided by the employees and staffs. Last but not the least the Director of Human Resource Department Wing Commander (Retd). Sheikh Musa Mullah sir provided me an opportunity to work with his department personnel side by side helped me to accomplish the final internship work successfully.



Executive Summary

The internship project is based on “Performance Improvement Analysis” based on Performance Improvement Analysis Based on US Bangla Airlines (BS) Ltd. As there is a competitive market environment existed in airline industry so performance measurement is a core factor to analyze a particular company like US Bangla Airlines. The company is considered currently a leading private sector airline industry that provides both domestic and international flights on time basis with highest passenger’s comfort and economy with abundant services provided by the experienced and trained personnel with their best effort. The internship report also indicates on how to make more efficient the organization with its existing resources. The strategic analysis statement indicates that even in competitive market sector US Bangla Airline Company till now existed with her effort by facing accidental and incidental plane crash records in the competitive airline industries. The company is still taking several initiatives to build up image. Beside this, the report also provides some evaluation of the company’s personnel which is based on questionnaire related surveys provides positive responses from the employees that the company providing every opportunity to her personnel side by side ensuring proper training facilities to the employees. In case of studying the market of this airline company, it ensures regular flights in all routes with maximum flight availability. Beside this, the customer services also showed a positive side provided by the company.



<u>TABLE OF CONTENT</u>	
I) Topic	
II) Letter of Transmittal	
III) Acknowledgement	
IV) Executive Summary	
<u>CHAPTER: 1 Organization Part</u>	
1. Introduction	1.1
2. Company Overview	1.2
3. Airline Company Fleet Information	1.3
4. Destinations	1.4
5. Company Recognition	1.5
6. Career Opportunity in US Bangla Airlines	1.6
in Several Departments	
7. Company Vision & Mission	1.7
8. Organization's Competitors	1.8
9. Performance	1.9
10. Company Advertisements & Packages	1.10
<u>CHAPTER:2 Literature Review</u>	2.0
<u>CHAPTER: 3. Job Part</u>	
11. Job Description	3.1
12. : Job specific Responsibilities	3.2
13. Observation of the Report	3.3
<u>CHAPTER: 4. Description of the Internship Project Part</u>	
14. Objective of the Report	4.1

15. Methodology	4.2
16. Sources of Methodology	4.3
17. Findings and Analysis of the Study	4.4
18. Limitations	4.5
<u>CHAPTER: 5 Company's Planning & Performance Improvement</u>	
19. Training improvements of the personnel	5.1
20. Proper maintenance of the aircraft	5.2
21. Improvement of customer service management	5.3
22. Increasing more job and employment opportunities	5.4
23. Making sound environment of work through cooperation	5.5
24. Conclusion & Recommendation	5.6
25. Bibliography	5.7
26. Appendix	5.8



CHAPTER: 1 Organization

1. 1 Introduction

US- Bangla Airlines is considered as one of the leading industry service provider in Bangladesh. The standard and the airline service provided by this company is obviously considered and compared with world's other airline industries. The flight service ensures scheduled and due time flight operations in all domestic part of Bangladesh side by side it also covers many part of the South and South-east Asia, middle east and also SAARC regional associated countries that provided a positive image in the airline market industry. The company is currently performing a competitive strategy in the airline sector and it is considered as one of the major portion of US-Bangla Group.

Currently, the airline company is operated with their motto "Fly Fast Fly Safe" and the motto indicates the company that its providing the customers flights with proper airline safety with its accuracy indicates fastness of the operation of the flight. The airline fleet is consisted with modern and advanced aircrafts that ensures the safety with fastness of both domestic and international flights and its operating within due time with their team effort that majorly includes the flight crew members.

1.2 Company Overview

US- Bangla Airlines (BS) Ltd Company started its journey on 17th July 2014. The company is a part of the project of US-Bangla Group considered as a giant group of company in Bangladesh. The airline company is conducted under Civil Aviation Authority of Bangladesh (CAAB) AND also conducted under Civil Aviation Ministry of Tourism. The company covered with many part of businesses and industrial sectors, service sectors and so on that provides overall opportunities to fasten and dynamically operate the company. The company covered all domestic destinations with 50% market share with maximum number of passengers through flight transportation. Therefore, the company is also can be similar zed as a chain company because the all the part of the companies different sectors are co-related and inter-related among each other such that in



Future if any kind possible major kind of threat can be minimized. The US- Bangla Group contain the following enterprises-

- American Purbachal City
- East-American City
- Holidays Home Project in Kuakata
- Green University of Bangladesh
- US-Bangla Medical College & Hospital
- US-Bangla Leather Products Ltd.

1.3 Airline Company Fleet Information

- **Bombardier Dash8 Q400 turbo prop aircraft – Out of 4, 3 aircraft Active in service**
(One aircraft modeled Dash8Q 402 registered S2-AGU was crashed once performing full stop landing at Tribhuvan International Airport (ICAO named -VNKT) killing 51 of the 71 people on board)

-Another fleet of 3 ATR 72-600 turbo prop aircrafts will be added soon.

- **Boeing 737-800 – 4 aircrafts active in service**

-Another 2 aircrafts of this model will be added soon.

The airline initially acquired two Bombardier DASH-8 Q 400 aircraft and the 3rd one after few months of the operation and aircraft consisting of 76 seating passenger carrying capacity on on its cabin with a high speed turbo propeller engine. Later, the company owned 4 turbo jet engine driven advanced Boeing 737-800 aircrafts with 08 seats in business class and 156 seats in economy class. Therefore, the company is operating its regular flights both domestic and international routes including SAARC countries.



1.4 Destinations

As per the recent information, US-Bangla airlines operated in 15 destinations both domestic and international flight routes. It is recently noted that the airline company is its new flight in Dubai and Dammman.

The following are the list of airline company both domestic and International flight routes-

Country	City	Airport
Bangladesh	Dhaka	Shahjalal International Airport
	Chittagong	Shah Amanat International Airport
	Jessore	Jessore Airport
	Cox's Bazar	Cox's Bazar Airport
	Saidpur	Saidpur Airport
	Sylhet	Osmani International Airport
	Rajshahi	Shah Makhdum Airport
	Barisal	Barisal Airport

China	Guangzhou	Guangzhou Baiyun International Airport
India	Kolkata	Netaji Subhash Chandra Bose International Airport
Malaysia	Kuala Lumpur	
Oman	Muscat	Muscat International Airport
Qatar	Doha	Doha Hamad International Airport
Singapore	Singapore	Singapore Changi Airport
Thailand	Bangkok	Suvarnabhumi Airport

1.5 Company Recognition

- ✓ The USBA has been adjudged as "The Best Domestic Airlines" - for the year 2014 & 2015 by Bangladesh Travelers Forum.
- ✓ The only Airlines to receive the ISO 9001:2008 Certification which conforms to Universal Safety Oversight Audit Program.
- ✓ It has also been audited and certified by the Chevron Company for their officials.
- ✓ The Airline's aircraft are being maintained by qualified and highly experienced foreign and Local Aircraft Maintenance engineers.
- ✓ The pilots are also highly professional and experienced.



1.6 Career Opportunity in US Bangla Airlines in Several Departments

US Bangla Airlines company ensure career opportunities for the fresh and talented graduate and postgraduate employees in the relevant sectors. The following are the several departments of US Bangla airlines which are shown below-

- Flight Operations
- Engineering
- Airport Service
- Marketing & Sales
- Brand & Communication
- Administration
- Finance and Accounts
- Human Resource
- Information Technology

1.7 Company Vision & Mission

Vision:

The company vision is to be the most considerable Airline of Asia by offering convenient, safest and comfort ability of service. The company targets their operation with excellence and trustworthy dedication.

Mission:

- To provide excellent travel options internationally with maintain economy of flight travel through cost effectiveness.
- To provide a remarkable service to its travelers with better services provided by the well trained and dedicated employees.
- To ensure highest standards of safety and comfort.



Company Values:

- ✓ Safety
- ✓ Efficiency
- ✓ Teamwork
- ✓ Consistent Learning
- ✓ Contribution to the nation's economy.

Company Name & Motto

US- Bangla Airlines (BS) Ltd

“Fly Fast Fly Safe”



Company Location

77, Sohrawardi Avenue, Baridhara Diplomatic Zone
Dhaka - 1212, Bangladesh.

Email:

info@us-banglaairlines.com



1.7 SWOT Analysis

Strength of US-Bangla Airline

- The professional and expertise personnel is obviously a good strength of this company to lead the airline market. The manpower utilization in this sort of private airline sector is a

Big strength for its future growth. The company manpower are therefore utilized in each and every company's departmental sectors.

- The fleet of aircrafts is very sophisticated and mechanically equipped with **Glass Cockpit Panel** with all other **Auto Pilot and GPWS alert system** features. The cabin of the aircraft is well decorated to ensure the proper standardization of its service to its passengers. Above all, in private airline sectors this company contains large fleets of both domestic and international aircrafts for operating both long and short travel distance coverage.
- The passenger sales and ticketing services are provided on time with every facility including flight ticketing outlets that is required to operate an airline company. The flight marketing department is well organized with all its marketing and company's own made flight catering services provides safe food by ensuring proper hygiene.

Weakness of US- Bangla Airline

- The main weakness that is found in this company is the excessive flight operation in all flight routes and because of excessive operation of different flights the flight maintenance and inspection is not conducted in a proper forms like- Category C Check, Category D Check etc. The overhauling of the aircraft is done rare compared to other airline companies.



- Due to excessive conduction of flight with scheduled based passengers often face complicity of missing their flight as the flight departs on time. Therefore, passengers show negative images regarding the service.

Opportunity of US- Bangla Airlines

- The market is based on labor traffic, returning local residents, business travelers, medical purpose and tourists. The airline also carries several business related cargos s per the
- Aircraft payload capacity, currier services, RMG products. On the other hand, perishable products are rare carried. Mainly the labors are the main attraction to carry in this airline.
- The half of around 50% domestic passenger market share is widely covered by this airline by ensuring every domestic flight all over the country.

Threats of US- Bangla Airlines

- Due to excessive conduction of flight with scheduled based passengers often face complicity of missing their flight as the flight departs on time. Therefore, passengers show negative images regarding the service.



1.8 Organization's Competitors

The US- Bangla Airline (BS) BD, Ltd which is considered as the country's leading airline private service provider has to face many competition both domestically and also around the world as the expansion of the airline business industry is growing in the world faster so the completion and business strategy is becoming more widen and more difficult. Currently all the airlines both public and privately owned companies are governed by the Civil Aviation Authority of Bangladesh (CAAB).

Currently, there are four passenger carrier airlines these are- Biman Bangladesh Airlines (BG), Novo Air (VQ), Regent Airways (RX) and US-Bangla Airlines (BS). These airline industries

Operate their passenger flights both domestically and internationally. Beside this, there are some cargo airlines services these are- Bismillah Airlines, Sky Air, Easy Fly Express and Hello Air. Both passenger carrier airlines and cargo airlines perform cargo supply duties both in domestic and international routes. Therefore, there exists a huge completion in the airline industry not only within the Bangladeshi airline companies but also other foreign airline companies that make a good collaborations and business transaction through export and import of both local and foreign products.

As US- Bangla airline is giant company in private sectors so, it has to face challenges with her other competitors in all sides. But, to cover up its performance its market sectors is to be given more emphasized. As there was an incident on plane crash in Tribhuvan Airport in Nepal with passenger half of its passenger's death that created a kind of threat among all the air travelers. Another incident survived all passengers a flight of Boeing 737-800 series jet aircraft towards Cox's Bazaar made an emergency landing successfully in Shah Amanat International airport in Chittagong by ensuring in flight and overall aircraft safety. This kind challenge is only possible by the expertise and skilled pilots of US- Bangla airlines.

The following are the list of airline industry competitors which are discussed blow-



Regent Airways

Regent Airways which is incorporated as HG Aviation Limited is subsidiary of Habib Group. It considered as the Chattogram based conglomerate engaged in diverse portfolio of business that includes power, steel, readymade garments, textile, spinning, cement, paper and fertilizer among others.

The airline started its commercial flight operations from 10th November, 2010 using 2 Canadian made Bombardier Dash-8-Q300 aircraft each seating capacity of passengers. There are currently 2 Boeing 737-700 aircrafts, 4 Boeing 737-800 aircrafts and 2 Bombardier Dash- 8-Q300 aircrafts. In domestic routes it's operating in Dhaka, Chittagong, Cox's Bazar, Saidpur, Jessore and Sylhet. In international routes it's operating in India, Malaysia, Nepal, Oman, Qatar, Singapore, Thailand and Saudi Arabia.

Novo Air

Novo Air started its journey in 2007 with a vision of excellence in Aviation and motto "ART OF Aviation". It provides on time performance with safety, services and comfort to its passengers. It launched its commercial operation on 9th January 2013 with Embraer 145 jet aircraft. Later the fleet replaced with ATR 72-500 turboprop aircraft. It currently has 6 ATR 72-500 series aircraft. The airline currently operates to all domestic destination of the country with only one destination to Kolkata. The airline company providing excellent services to her passengers with e-ticketing facilities, different flight packages and so on.

Biman Bangladesh Airlines

Biman Bangladesh Airlines was established on 4 January 1972 considered as Bangladesh's national carrier under the Bangladesh Biman Ordinance (Presidential Order No126). On 23rd July, 2007 it become an existence of Public Limited Company with 100% government ownership. It fleet size consisting of 4 Boeing 737-800 aircraft, 4 Boeing 777-300ER aircraft,



Boeing 787-8 aircraft (another 1 Boeing 787-8 aircraft will be added in service soon) and 3 Bombardier Dash 8 Q 400 aircrafts are active in service. It currently operates in all domestic routes side by side it operates international routes cover almost many part of Asian, Europe, Middle East and some part of Africa. It also operates regular Hajj flights in a massive way. The airline also provides customers e- ticketing services, special discount offers, packages to her passengers to ensure a better service.

1.9 Performance

As Bangladesh has an aviation market passengers of over 4.0 million in respect of passenger travel cargo about 15 million tons in respect of cargo. The overall market is expanding rapidly. As US-Bangla airlines in private sectors are performing competitive compared to other airline industries. The recent incident of Nepal plane crash has somehow made negative impact in her market sectors. The airline although currently improved on its market sectors through providing several packages for the passengers in different destinations with affordable price. The company ensured 50% domestic market shares by providing massive domestic flights in a regular scheduled basis in every airport in Bangladesh. To make the company sustainable it also provided wide range of market facilities to the customers. Gradually the passenger market in the airline sector has shown a dramatically improvement after such effect and company has taken several efforts and initiatives on how to sustain its resources side by side its overall performance in the airline market industry by targeting its customers, providing various flight packages opportunities, installment basis payment packaging opportunities so that customers can afford any price category flights with packages that includes many features like several luxurious hotel booking, transportation facilities, tour and visit in several places, complimentary food facilities all with round trip flight tickets that includes within the package amount and its very helpful for all customers. For attracting the customers market the websites are up dated in regular basis with innovative outlooks. The company providing in flight Company own made food catering services by ensuring proper hygiene to the flight passengers. In addition, passengers provided bus shuttle services after arrival of their desired destinations and it's provided in each domestic and international routes.



As the company's motto is "**Fly Fast, Fly Safe**" to make her commitment reliable the company has taken several business expansion related initiatives and procurement projects. Recently, by next 2018 year US- Bangla Airlines is going to add on her fleet another two Boeing 737-800 series advance turbo jet engine aircraft and three ATR-72-600 series latest and advanced turbo propeller based aircraft then a total of 12 aircrafts will be there on its fleet. Therefore, new international flight routes will be launched in Colombo capital city of Srilanka, Male of Maldives, Chennai of India. Additionally, the domestic flights and international flights will be more expanded. Currently the airline company has made 51000 times take off and landing in both domestic and international routes.

It's ensuring flight inspections before and after flight operations. Even, the flight operations are conducted in every 40 minutes before its departure. Currently, the aircraft technicians and maintenance engineers are ensuring flight safety through proper conducting of aircraft maintenance check performed by both our own country technicians and also foreign engineers from different countries. Therefore, the airline company has taken its overall performance as a big and dynamic challenges with her other airline market competitors.



1.10 Company Advertisements and Images







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3 Easy Steps

Step-1

Create Customer Account

1. Click Go To Registrations > for Creating Account

Step-2

Update Card Delivery Address

2. Click Create FFP Account for Updating Address

Step-3

Finalize SKY STAR FFP Account

3. Again Click Create FFP Account for Finalizing & Receive Mail

SHUTTLE BUS SERVICE AT KHULNA

Route	Trip -1	Trip -2	Trip -3	Trip -4	Plane
Khulna	06:00	08:00	10:00	12:00	Shuttle Bus Service Operated by US-BANGLA AIRLINES Khulna Branch 01777 777 881-888
Dhaka	06:00	08:00	10:00	12:00	
Chittagong	06:00	08:00	10:00	12:00	
Comilla	06:00	08:00	10:00	12:00	



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Career Opportunity in US-Bangla Airlines

The US-Bangla Airlines Ltd. (UBAL), the premium leading private airlines in the country, currently operating the highest number of flight to domestic routes and also operating different international destinations (Kathmandu, Moscow, Kolkata, Kuala Lumpur, Singapore, Bangkok and Jeddah) and every year will start flight to China and other countries. Starts to hire Executive, Customer Service with the following requirements:

Position : Executive/Sr. Executive – Customer Service

No. of positions : 01

Job Description / Responsibility:

- Passenger's handling, boarding pass issue, preparation of Travel Sheet.
- Check & issue AIRPORT card of other passengers in both arrival and departure.
- Handling the passengers in Check-in counter and perform Make-bellies.
- Taking care of the cargoes that are incoming and outgoing, working on the weight charges and baggage reconciliation of flight.
- Handling the transit and transfer passengers.
- Taking care of the displaced passengers.
- Solving problems of the passengers.
- Handling customers depending on the situation.
- Coordination with sales and reservation.
- Provide customer support over phone and e-mail management.

Educational Requirements: Masters/Graduate from any reputed University

Experience Requirements: Minimum 3-5 years experience in Customer Service Department from any airlines.

Additional Job Requirements:

- Age: 21-38 year (s).
- Should have good computer operating knowledge.
- Good communication skills.
- Should have the habit to work under pressure.
- Work in a team.

Job Location: Anywhere in Bangladesh.

Salary & other benefits: Attractive Salary & benefits will be offered.

Job Posting date: 01 October 2017.

Closing date: 31 October 2017.

Apply Instructions:

Candidates are requested to apply with complete CV and copy of recent passport size photograph to: HRD, US-Bangla Airlines, 11, Sofowarab Avenue, Bishwajit Diplomatic Zone, Dhaka-1152 or e-mail to career@us-banglaairlines.com

US-BANGLA AIRLINES



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Fly Fast-Fly Safe



Chapter: 2 Literature Review

The literature review represents the analysis and findings with the aim how the US Bangla airline company has showed a dramatic overall performance in the airline market sector by ensuring positive customer services opportunities with scheduled flight and travel services both in domestic and international routes covered by the company. The company is part of her US Bangla group of companies and it is considered as the leading airline industry in Bangladesh. Other than flight services the company ensures passengers flight safety, comfort, economy and efficiency of the flights committed by the expertise employees and trained personnel. The company also provided wide coverage in all district sectors for targeting the passengers as customers for providing e-ticketing and reservation facilities. The company consists of several new generation aircrafts which gives in flight service opportunities for the passengers. The airline company also provides bus shuttle services to every destinations so that passengers can reach safely to their home destination even by road transportations. The airline company provides several domestic and international flight packages with many attractive features affordable to all customers. The overall flight safety is also considerable and currently the company is focusing more on flight safety and inspection side by side aircraft maintenance is also conducted in a proper way. The report focused on US Bangla Airlines Ltd performance analysis indicates that the airline company compared other than both public and private ltd airline companies is much more sophisticated and well organized side by side her number of fleets are larger and going to be more wider in fleet size which will be better than other private airline companies. So, the company has taken it as a great challenge and also giving more effort to boost up her present position in the world private airline sectors.



CHAPTER 3: JOB PART

3.1 Job Description

In the duration of my three month internship project I was performing my job with my full effort on Human Resource Department of US Bangla Airlines. In this department I worked under the Director of Human Resource Department. I learnt how to perform companies different HR related internship works to do in a systematic way.

3.2: Job specific Responsibilities

In my three months internship program I was given the responsibility to do my Human Resource Management Department related activities. During my Internship tenure I was engaged with the following departmental works:

- To design and prepare job recruitment advertisements
- To focus and cooperate my work with the department related to initial applicants screening for basic compliance with their designation and qualifications and summarizing the CV for thorough evaluation.
- Making co-relation and correspondence with the new candidates when needed.
- Supervise other HR services (Job posting issues, forwarding letter, employee leave management etc) which related to individual employees.

3.3 Observation of the Report

Aircraft maintenance: As the airline company ensures massive flights in their regular schedules and to give more concentration on generating the income of the company with huge market expansion sometimes the company had to face trouble in ensuring proper maintenance of their aircrafts. The maintenance inspections as for conducting time to time basis flights with revolving method of using same aircraft in both long route and short route destinations makes aircraft



technical difficulties. Beside this, due to the shortage of the maintenance check aircraft had to face sometimes technical difficulties. But, this technical difficulties is minimized once it is faced by the pilot during or after airborne the pilot can immediately detect the problem and pilot can immediately take quick decisions to neutralize the aircraft error with his technical knowledge as it is said that the majority of this airline company are very skilled and professional pilots they can neutralize any kind of aircraft faults.

Passengers delay in flight due to on time flight service: As the airline company ensures safe and fast flights on time of their departures often passengers get difficulties on boarding their scheduled flights within the flight time boarding. Although passengers are advised to arrive in the airport in case of domestic flights one hour before the departure time and three hours before the departure time of international flights. Therefore passengers failed to reach at the airport for their flights for many reasons like traffic jam, difficulties in getting transportations and many other issues. Thus, the passengers are not given any feedback with those problems.

For this kind of issues related to delay in flight passengers shall be given opportunities to buy the next flight ticket half of its price or they shall be given some price discounts because, the ticket price is not affordable for all passengers and if the company make such kind of new policies regarding delay in flight issues then the passengers will be benefited side by side its business will be more upgraded.



Chapter: 4. Description of the Internship Project

4.1 Objective of the Report

The main objective of the internship project covers many portions of works. It provided an opportunity to build knowledge on how a company can be improved and designed in a competitive way. The HR strategies played a key role in the company and it indicates how the company performance can be widened in a competitive situation. The overall performance analysis is highlighted in this report side by side practical knowledge and market current condition is focused in this report. In addition, the products and services that is provided to the customers also diagnosed and utilized the scopes how to build up the more the market in concentrative way. There are many other airline competitors in this field so; everything starting From the company's current condition and previous condition is being researched. Therefore, the objective of the report justifies not only the overall performance of the US Bangla Airline company but also its challenges through strategic analysis, the current company market performance to focus more on the competition.

4.2 Methodology

In methodology of the report only primary data collection is not enough to focus the report but also the combined way of both primary and secondary data collection sources are effective in focusing HRM strategy of a particular airline. Therefore primary and secondary surveys are given fruitful design of the report. A relevant and informative questionnaire has been prepared in order to justify the Overall Company and employees' performance. The question has been prepared and provided among all employees and staffs to justify the primary data. A face to face conversation among employees and staffs provided a valid source of primary data The secondary data sources were made through website of the company, news articles, websites related to fleet information (aircraft) and so on. All sorts of data are kept in the US Bangla Airline head office especially in the Human Resource Department.



4.3 Sources of Methodology

There are basically two forms of methodology are utilized as a tool to survey the organization. These are-

- Primary Data Sources
- Secondary Data Sources

The above mentioned sources provided a crucial track to shape and form the organization. The sources are discussed below-

Primary Data: The primary is the form of data that is collected directly from a source or face to face conversation through opinion judgment. The primary data is said to be collected from direct source rather than indirect source in an authentic manner. The information gathered are contained with strength and flexible because, it's also called the core data.

The primary data is mainly collected on the basis of-

- Face to face conversation with the employees and staffs.
- Consultation with employees in department wise for evaluating the company's performance.
- Questionnaires provided to individual department for performance evaluation and feedback from the employees and staffs.

The data collection as it is done primarily in direct face to face conversation with the organization employees provided in a direct way through several departmental interviews, through conducting several meetings and greetings with every department staffs and coordinate members. Beside this, the organization Head of committee members supported to strengthen the primary data sources such that it can be utilized as a key tool of the survey.

Secondary Data: The secondary data are the sources of data are collected from variable sources rather than primary data. The secondary data is different in nature than primary data structure because, its collected by an individual provides a wide range of data's considered as quantitative data sources. The analysts of secondary often utilize broad arrays for survey the secondary data such that it contains information. The secondary data is collected in the following way-



- Collection of data from companies websites
- Fleet information (aircraft information) from the airline manufacturing websites.
- Different articles and newspapers.

In airline organization like US-Bangla the leading and fastest airline service provider perspective, the secondary data of this organization is collected from several aviation journals, airline documentaries, aviation articles, news format etc. In case of its fleet information sources like- “Bombardier De-Havilland” and “Boeing” airline manufacturing company provided it’s all aircraft fleet information which is quantitative in nature. The several information are also compared with the other airline industries in the world. The4 current market condition of this particular airline is also surveyed in accordance with the secondary data sources.

Beside this, the secondary data not only covers and outlines the fleet information and other hard and soft copy manuals but also contains and illustrates about the overall employee working condition, how do they cope up in their working environment, how the management organizes the personnel and so on which all are surveyed through quantitative method of surveying information based on the questionnaires.

4.4 Findings & Analysis

As per the survey report indicates that US Bangla Airlines has aircraft maintenance related problems. Due to conduction of fastest flights in a massive way on time of its departure passengers often fail to get the flight and thus it results them to extra payment for the next flight. The regular inspection of flight is not conducted properly.

So the airline authority need to:

1. Ensure proper aircraft maintenance
2. Ensure less price tickets for the delayed passengers

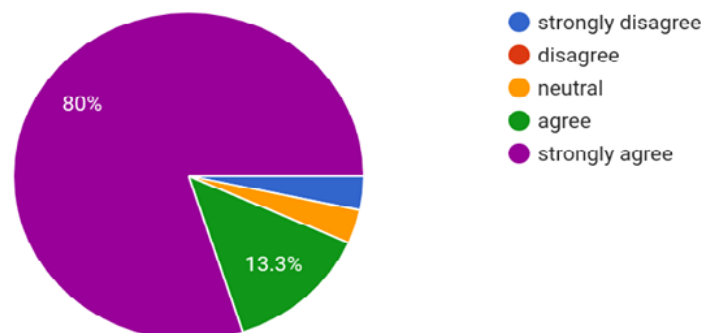


3. Maintain flight inspection before departure and after arrival of flight in the desired destination.

As per the analysis the following cases found on the basis of numerical calculation through questionnaires which are shown below-

Employees are satisfied on overall workplace & facilities.

30 responses



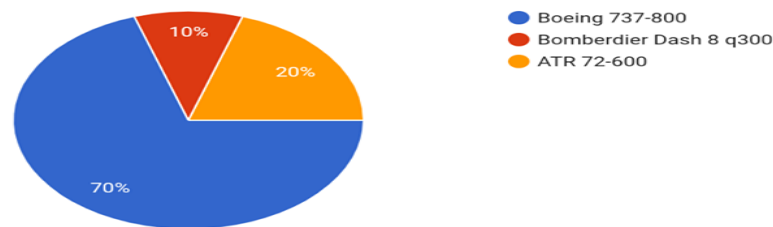
1. Employees are satisfied on overall workplace & facilities

As per the above chart indicates that majority of the employees of 80% are strongly agree regarding the work satisfaction because of the sound environment of corporate work. At about 13.3% of employees are agree with the opinion. Very few percentage of employees are in negative of the opinion.



What kind of aircraft should use to attract more customers?

30 responses



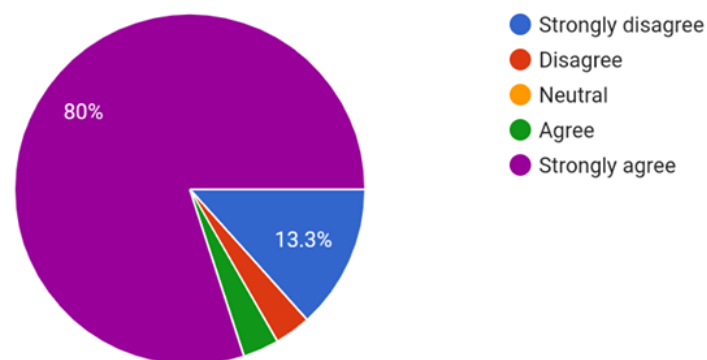
2.What kind of aircraft should use to attract more customers?

As there are basically three categories of aircraft mainly Boeing 737-800 series turbo jet aircraft, Bombardier Dash 8 q 300 turbo propellor aircraft and ATR 72-600 turbo prop aircraft. Among these three aircraft Boeing 737-800 series aircraft have wide passenger seating capacity rather than ATR 72-600 and Dash 8 q 300 aircraft. As both these turbo propellor based aircraft have almost equivalent seating capacity so it has more demand in domestic routes and it can endurance for short route of distance coverage. On the other hand Boeing 737-800 series turbo jet engine aircraft can operate in both domestic and international routes and it has long endurance that means it can cover long route distance international flights. Therefore, its demand is considered more in the market and ensures better profitability.



obstacles for the better development of US Bangla Airlines?

30 responses



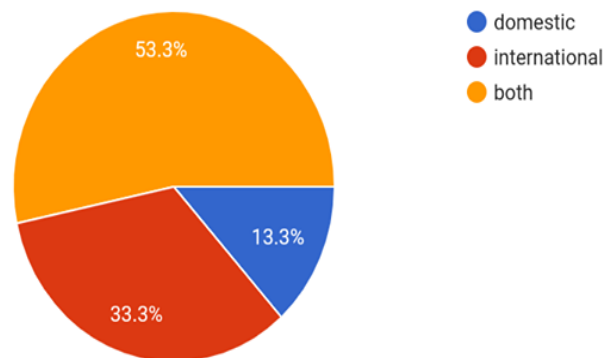
3. Do you agree if any kind of external influences from political, economical and other sectors creates obstacles for the better development of US Bangla Airlines?

Yes, it is obvious that the majority of the personnel strongly agree that if any kind of external influences from political, economical and other sectors create obstacles for the betterment and development of the company. It's considered as a big organizational threat and hampers the overall growth of the company. The above chart indicates about 80% of the personnel responded as strongly agree and at about 13.3% of the personnel strongly disagree.



Where is more flight emphasized is given?

30 responses



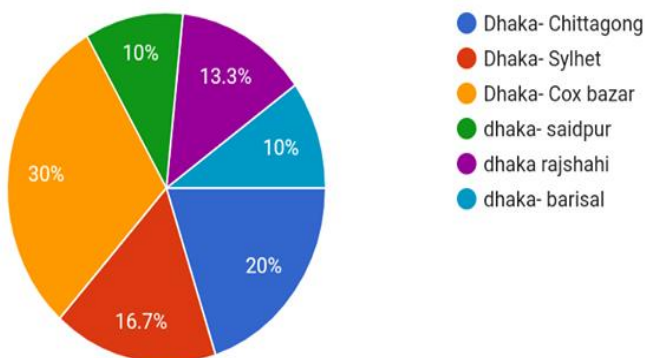
4. Where is more flight emphasized is given?

As per the above chart indicates that 33.3% of the is conducted in different international Routes. At around 13.3% of the flights are conducted in the domestic routes. About 53.3% of the flights are conducted in both the routes. Currently, the airline company is giving both the routes more importance to ensure greater passengers benefit side by side to expand its business market the company is introducing more international routes.



Which domestic flight route is focusing more market opportunities?

30 responses



5. Which domestic flight route is focusing more market opportunities?

The US Airline company as it operates in all the domestic routes of Bangladesh so, the above chart indicates that 30% of the flights is covered in Cox bazaar because it the most attractive tourism spot in the country and majority customers focuses attention towards on this route because it provides many offers, packages with or without installment basis payment includes with all category luxurious and deluxe hotel facilities, spot site seeing, transportation facilities. At about 20% of the flight route is operated in the Chittagong city, the port city of Bangladesh. This route is important because business, trade & commerce and industry are consisting in this port city. So, majority and targeted passengers are the business

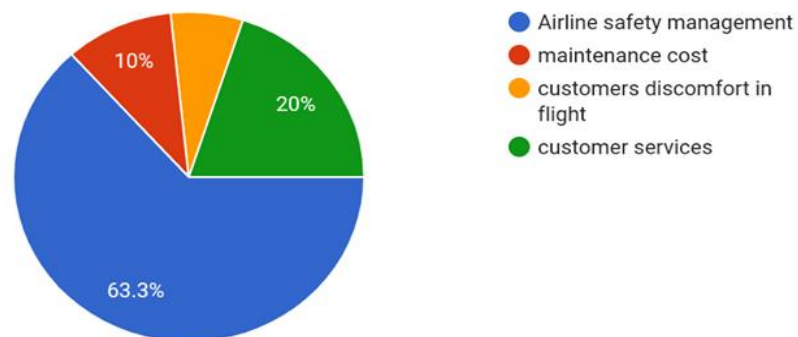


and industrial person's side by side tourists and normal passengers are also considered as the user of this route. The Dhaka- Sylhet route covers around 16.7% of the passenger market opportunities because, it's a nice attraction of several tourism spots and in all season this route is a good source of targeting passengers with targeting marketing opportunities by providing customers (passengers) several travel offers with hotel facilities and also deducting air ticket prices. The Rajshahi and Saidpur route is located at the Northern part of Bangladesh known as in Bangla term "**Uttar Banga**". Both the routes are far away from the capital city of Dhaka and also other districts. As it is difficult for the passengers of Northern division to travel by road and railway and it takes huge time to reach to their desired destination, US Bangla airline has launched her flights in several times in both of the location so that passengers can reach through air travel within a short period of time. Beside this, the cost of air ticket is very reasonable and cheap which is bearable for all customers. Lastly, US Bangla airline also operating her Barisal flight routes to ensure easy and fast travel opportunities for the people of Barisal division. There is an external market strategy shows that most of the southern delta region area of Bangladesh especially Barisal travel facilities are provided through Launch and steamers. It takes huge time to travel and reach to their destination through river deltas. So, it has been observed that US Bangla operating Barisal flights many days in a week although it covers 10% of the customer (passenger) market opportunities. The flight is obviously convenient and cheaper like other flight routes.



Which is main threat of US Bangla Airlines?

30 responses



6. Which is considered as the main threat of US Bangla Airlines?

The above chart indicates that about 63.3% is considered as the airline safety management threat. About 20% of the passenger faces customer services related threat. At around 10% of threat involved with maintenance issue threat. The major threat is considered as airline safety related

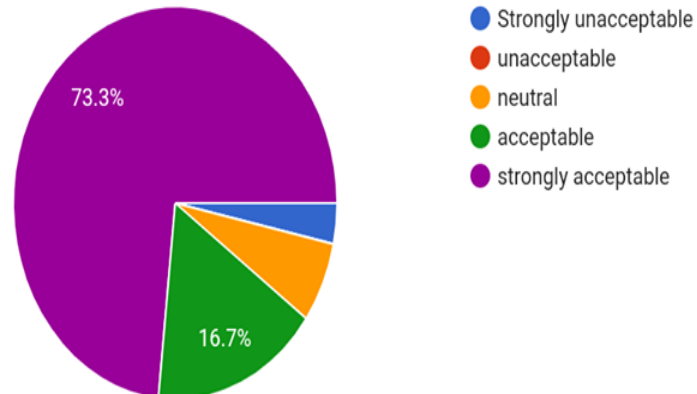


threat because safety is considered as the key factor to perform a incident less flight. It also covers flight overall performance includes how precaton a flight maintains and how much the authority is aware about the flight emergency cases. Therefore, for massive amount of conducting flights the safety management is minor in this company. The least is the maintenance issues because aircraft for operating many flights its difficult to check for the maintenance inspection. Although the c ompany has its own sophisticated maintenance wing and also maintenance experts are hired from the abroad even for example- Boeing manufacturing company provides any kind of maintenance supports including the Bombardier company of Canada providesw every aircraft parts and accessories of the Dash 8 q 400 aircraft.



What is your opinion regarding the price of tickets and packages provided by the company?

30 responses



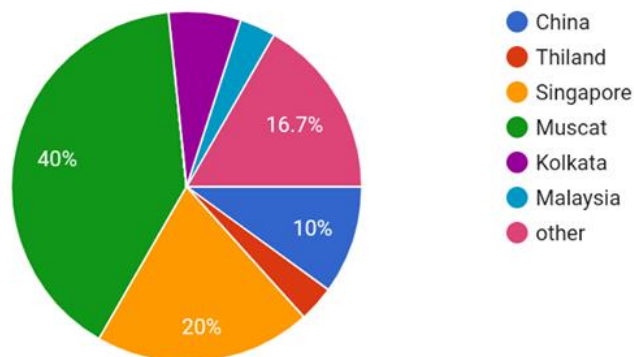
7. What is your opinion regarding the price of tickets and packages provided by the company?

The graph indicates the price of the tickets and packages provided by the company is fair enough and it is of course acceptable. The strong acceptance of the airline ticket price and packages are 73.3% which is very high in acceptance. On the other hand, 16.7% of the market of air ticket price is acceptable. Currently, the company is considering the market to ensure the demand by reducing the cost of their product and services.



Which route should give less focus?

30 responses



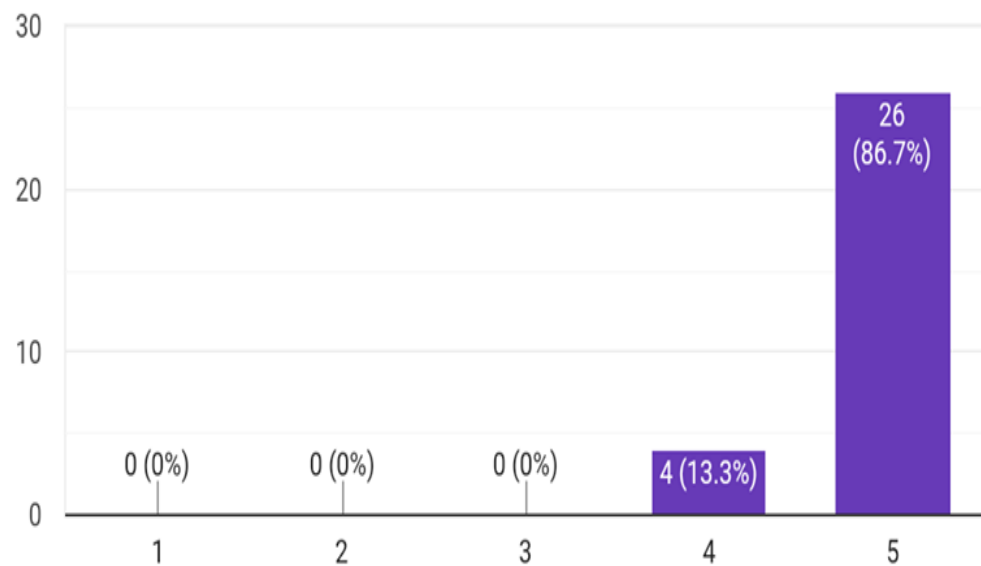
8. Which route should give less focus?

The data as it is made on the basis of questionnaire shows that 40% of the operation of flight in Muscat is less focused because there is less tourism factors are available. Business in Muscat from Bangladesh perspective is rare. But labor and workers are traveled most of the time. During the return flight half of the flight occupancy is empty and therefore the company sometimes operates link flight from Muscat to Dhaka via Chittagong to manage more passenger seat occupancy from Chittagong Shah Amanat Int'l Airport. Not only Muscat but also as per the survey the Singapore flight is also less focused. The cost of Singapore air ticket is high and passengers in inbound travel flight is mainly tourists, businesspersons, students, diplomats and other officials who travel in this flight in an occasion basis. So both the flight ticket cost shall be taken into consideration to make a fair market.



Rate US Bangla AIRLINES on its overall performance.

30 responses





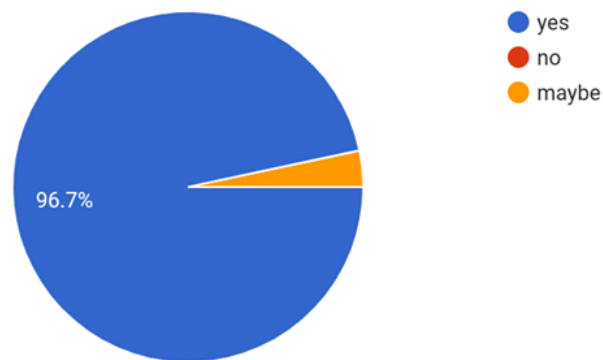
9. Rate US Bangla Airlines on its overall performance.

In the current airline competitive airline market sector of Bangladesh US Bangla Airlines is counted as the dynamic and efficient private airline service provider. Because of its overall technological and overall affirmative side the airline is as per the rating performance data indicates that 86.7% of the personnel rated 5 in ranking this flight as one of the best airline service provider and around 13.3% of the personnels are rated 4 in 13.3% of the personnel. Overall, the airline is all in all in their every sectors.



can business strategic partnership with other airline
develop company's overall performance?

30 responses



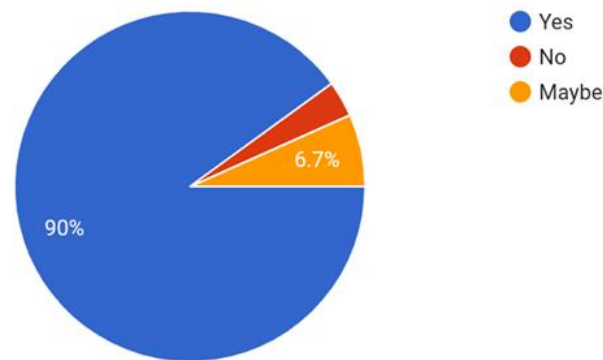
10. Can business strategic partnership with other airline develop company's overall performance?

The business strategic partnership with other airline can develop company's overall performance is ofcourse agreeable and the above numeric chart shows that 96.7% of the personnel agrees as per their individual opinion. With other company's partnership and cooperation can improve the overall performance.



Do you agree the price of the ticket is strategically competitive in the market?

30 responses



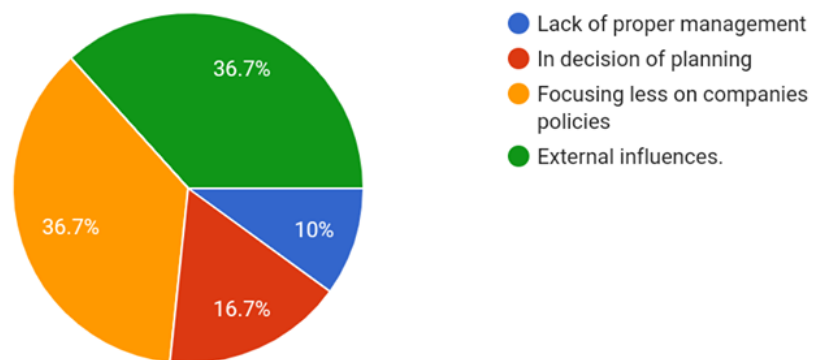
11. Do you agree the price of the ticket is strategically competitive in the market?

There is a huge competition arises among the airline service provider regarding the air ticketing and pricing. The research shows that all the airlines in Bangladesh keep the ticket price almost same but somehow it differs in some air routes. But, there is a sound differentiation found that Biman Bangladesh Airlines other than Novo Air, Regent Airways and US Bangla Airlines are quite different in their market sectors and their services also different other than these three airlines. In case of market competition, US Bangla Airlines is covering both national and international regions. Novo Air is focusing their market more on domestic routes and only Kolkata is active in service in case of international flights. Regent Airways is considered as operating both domestic and international flights although they have market loss and aircraft fleet related issues. Biman is focusing the domestic flights and expanding more international flights. But, they have domestic aircraft fleet related shortages and this resulted them to operate less domestic flights. Therefore, as per the survey around 90% said by the US Bangla Airlines personnel the air ticket pricing is obviously competitive strategically in the market.



Which is the main barrier of US Bangla Airlines in marketing sectors?

30 responses



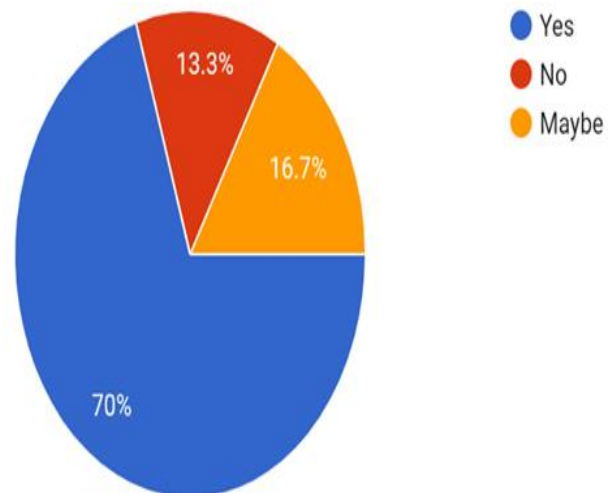
12. Which is the main barrier of US Bangla Airlines in marketing sectors

As per the above chart suggests that around 36.7% of both external influences and company policy related issues are showing equivalent result as a major barrier of US Bangla Airlines in the marketing sectors. Beside this company's indecision planning shows 16.7% on the basis of the respondents questionnaire and their interviews. Therefore the company need to follow up with the companies policies. The external influence shall be given less consideration by the organization. The management shall be develop in a systematic and dynamic way by the organization. The planning shall be all based on quick decision making and decision shall be authentic and considerable to all the employees and staffs including the all managerial hierarchy level.



Do you prefer freight of US Bangla Airlines?

30 responses





13. Do you prefer freight of US Bangla Airlines?

US Bangla Airlines is the passenger carrier airlines. It also operates Charter Flights. The term Charter flight refers to the flight that operated by a travel company in a less price to the passengers to the customers and it is usually lower than the scheduled flights. So the charter market conducted by the US Bangla airline company is profitable. Besides the charter flight, as per the respondents' opinion suggests that to operate freight and cargo flights. They also included in their opinion that to procure cargo and freight aircraft so that it can carry cargo items gradually in the international sectors. The import and export business can further extend into profitable through import and export of cargos. Besides this, businesses in our country will be upgraded if the products and services produced and manufactured by our country can be transferred in a fastest way through air transportation. Although the amount of cargo and freight carried by different flights are not sufficient for the cargo supply and the cost of supplying cargo and freights are expensive to transfer in the international flight routes. In future, there is a plan and project to procure cargo aircraft for launching cargo flights.

3.5 Limitations

As the research study has been carried out for around three months I focused on more concentration to prepare for the internship report side by side I had to learn how to work officially in a corporate environment. It is obvious that the information the company provided is not sufficient but several information collected from other external sources made the study a bit difficult to merge with the realistic situation.



CHAPTER: 5 Company's Planning & Performance Improvement

5.1 Training improvements of the personnel

The employee training facilities shall be given more emphasized. Several training programs will improve employees working efficiency side by side increase the moral of the work. The training can be improved through conducting several procedures through instructions given by the instructors to the trainee employees. More training aids will help to increase employee's ability of doing work. Beside this, team work, progressive group task, critical situation analysis test etc are some of the training technique procedures can be conducted. In addition, employees shall be conducted with several tests and exams for increasing their level of intelligence and quick decision taking attitude.



5.2 Proper maintenance of the aircraft

The aircrafts need to improve maintenance works and more importance shall be given to conduct the safety of aircraft. Although both local and foreign technician and aeronautical engineers are repairing and servicing the aircraft side by side on a time basis maintenance inspection shall be carried forward by hiring both from Boeing and Bombardier companies the aircraft technicians. If any major technical difficulties take place then aircraft shall be overhauled (Checking and upgrading aircrafts with replacement of aircraft parts).

5.3 Improvement of customer service management

The customer service management needs to improve more because in some cases passengers are not well behaved once they fail to get on board on their departure time. As the flight departs on time so there is no scope to catch the flight. Thus passenger's total cost of the ticket get benefited by the company and passenger get trouble while managing more money to buy the ticket as it's unaffordable. For this a new policy shall be formulated for the customers for the delay issues.

5.4 Increasing more job and employment opportunities

As Bangladesh is considered as a least developed country so, according to a recent study indicates the unemployment rate in our country is dramatically increasing. To reduce unemployment rate more employment opportunities can be given. For this, US Bangla shall expand more job opportunities in different fields. The employment opportunity will increase company manpower's side by side it can be helpful for the further development of the company.



5.5 Making sound environment of work through cooperation

Employees shall be given free and sound working flexibilities. As employees are the major element and resource of the company so, employees have the opportunity of doing work in a cope up and stress free environment. Employees shall not be given work overload and it will impact negatively. As per the primary investigation of US Bangla Airlines found that due to excessive mental stress taken by the pilot made a pilot error that resulted a plane crash in Kathmandu of Nepal killing almost more than half of its passenger including infants. But, there were fault in report provided by the Air Traffic Controller (ATC) through radio communication. The main suspect is found from the tower controller unit for their faulty Aviation English Language Proficiency (AELP).

5.6 Conclusion & Recommendation

US Bangla Airlines is considered as the leading airline in private sector because of its wide number of aircraft fleet size, fastness of the flight with ensuring safety, better customer service and ultimate solution provider and conducting its market in all sides of Bangladesh. The company committed regular and scheduled flights in a massive way. More aircrafts will be added with introducing new international flight opportunities. Beside this, there will be a dramatic improvement on company's overall performance side by side it will be considered as country's number one ranking airline company in the private sectors. The overall current condition of US Bangla Airline depends mainly upon customer satisfaction which indicates how much effort is provided by the company to make the customers satisfied. As per the report it is indicating that the customer are still satisfied because US Bangla Airline is considering its previous incidents issues made them more aware to make the overall safety of their flights. The company code of conduct is really sophisticated and it is formulated in a dynamic way. Therefore, overall current performance of US Bangla Airlines is obviously in a improved condition and it is showing a positive hope in the world market.



Recommendations

The company although as per the performance shows a very submissive and positive progress but also some measure can improve a lot. These measures is obviously improve in relevant sectors which are highlighted below-

- ✓ Increase more manpower planning especially in-
 - Flight operation sectors.
 - Aircraft maintenance sectors.
- ✓ Increase more employment opportunities in-
 - Aircraft maintenance sectors because there are many talented both fresh and skilled candidates are waiting for the career opportunities and if they are at least given primary on the job training which will help them to do minor aircraft technical works will be both sides benefited.
 - In HR sectors more job opportunities shall be expanded.
 - In marketing sectors more employees and staffs need to be recruited.
 - As pilot career opportunity is the main element of the airline sector so, recently many fresh Cadet Pilots are taken. If the number of skilled pilots is increased then the airline company can conduct the flights safely.
- ✓ To ensure a stress free working environment the employees from each and every department shall be given motivational tasks. Employees are to be given job rotation and job or department replacement for ensuring the better flexibility of work.
- ✓ In case of technical departments more sophisticated training facilities shall be provided for the employees.
- ✓ In case of non technical departments every employees shall be given training facilities with advanced training conducting facilities.



- ✓ All the personnel should abide by the code of conduct of the organization. Employees shall build up sympathy on company so that they can perform their relevant tasks obediently and dutifully.

Therefore US Bangla Airlines if can develop and follow the above mentioned steps will minimize the lapses of the company side by side it will develop the strength of the company. An organization's overall performance depends upon how much dynamic the company in their work.

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5.8 APPENDIX

(Management Questionnaires)

Questionnaires are prepared for performance improvement analysis based on US Bangla Airlines (BS) Ltd.

Name of the respondents:

Present Position:

E-mail Address:

1. How do you consider US Bangla Airlines in its overall performance?
On Ground: a) ***** b) ***** c) *** d) ** e)*
In air service: a) ***** b) ***** c) *** d) ** e)*
2. Can business strategic partnership with other airlines develop company's overall performance?
a) Yes 2) No
3. Which one is the strength of marketing in US Bangla Airlines?
a) Tourism sectors b) Labors and workers c) Service holders d) Business workers e) cargo service f) courier service g) students and diplomats h) others.
4. What is your opinion regarding the price of tickets and packages provided by the company?
a) Strongly acceptable
b) Acceptable

- c) Neutral
 - d) Moderately acceptable
 - e) No acceptance
5. What do prefer regarding freight of US Bangla Airlines?
- A) Yes b) No
6. What are the threats of US Bangla Airlines?
- a) Airline safety management
 - b) Maintenance
 - c) Customers discomfort in flight
 - d) Customers services
7. Where is more flight emphasized is given?
- a) Domestic b) International c) Both d) None
8. Which international flight route is focusing more market opportunities?
- a) Guangzhou of China b) Thailand c) Singapore d) Malaysia
 - e) Muscat f) Dubai g) Kolkata h) None of the above i) all except a,c and e
 - f) All except b, d , f and g.
9. Which international flight route is focusing less market opportunities?
- a) Guangzhou of China b) Thailand c) Singapore d) Malaysia
 - g) Muscat f) Dubai g) Kolkata h) None of the above i) all except a,c and e
 - h) All except b, d , f and g.
10. Which domestic flight route is focusing more market opportunities?
- a) Dhaka b) Chittagong c) Sylhet d) Cox's Bazaar e) Rajshahi f) Barisal
 - G) Saidpur h) Jessore i) None j) All except a c and e k) all except b d f and h
11. What is the main barrier of US Bangla Airlines in marketing sectors?
- a) Lack of proper management
 - b) In decision of planning
 - c) Focusing less on companies policies
 - d) External influences.

12. Are the employees are given bonuses, rewards, compensations with salaries and incentives which fulfill the requirement of the designated employees based on their demands?

- a) Strongly agree
- b) Agree
- c) Average
- d) Disagree
- e) Strongly disagree

13. What is your opinion regarding the jet fuel price in the market?

- a) High in price
- b) Average in price
- c) Low in price

14. Do you agree with the opinion if the external influences impact both positively and negatively by the government, politics and economy creates obstacles for the better development of US Bangla Airlines?

- a) Yes b) No

15. What kind of aircraft is more demandable and provides greater performance especially in market sectors?

- a) Boeing 737-800
- b) Bombardier Dash 8 Q300
- C) ATR 72-600

16. Do you agree the price of ticket is strategically competitive in the market?

- A) Yes b) No

-Thank You-