

EXECUTIVE SUMMARY

Biman is the national flag carrier, which is fully owned and operated by the Government of Bangladesh. The corporate body of Biman, namely 'Bangladesh Biman Corporation', is doing business as Biman Bangladesh Airlines under the Ministry of Civil Aviation and Tourism. Biman was established as of a corporation on 27 October 1972 with a vision to protect Biman Bangladesh Airlines Ltd. in the aviation market as a world-class airline.

Biman has experienced man power that it is really a good strength though the management of Biman cannot work independently because of government intervention. At the same time considering the global standard of International Airlines, Biman is lagging behind. The staffs are not provided with modern technologies like Computer, internet facilities etc. The labor passengers have an extreme attraction for the national flag carrier for its home like hospitality. The returning residents also prefer national carrier for home essence. But the free entry of mega carriers like Saudia, Gulf, Etihad etc. is creating threat for International market. Even domestic private airlines are chasing with the similar pace of Biman.

Currently, Biman Bangladesh Airlines offers 16 Domestic and 102 International flights through its 13 local and 28 worldwide branch offices. A two-class service (J and Y) is operated on Biman's wide-body airliners and a single class service is available on the smaller aircraft. Biman also operates a cargo service using the cargo holds of its passenger aircraft to ship freight to international destinations. It has established Cargo Village at Shahjalal International Airport where the cargo is packaged and labeled before being loaded onto its aircraft. In addition to normal passenger the annual Islamic pilgrimage to Mecca for the Hajj is undertaken by thousands of Bangladesh's predominantly Muslim population. Air fare pricing is a complicated job. Being the member of IATA airlines has to follow the IATA pricing rules. IATA Tariff Coordinating Conference is the regulatory body of the Air Tariff worldwide both Passenger fare and cargo rate. Biman is far away from modern promotional activities. It has been coming up with all traditional promotional activities such as Tourism Travel Fair, Special Offers, Sponsorship, Media Conference etc. Distribution of product in airline marketing refers to all aspects of link between the airline and the passengers. Because of recent development

particularly in the area of electronic technology there are several approaches to reach it's product to the clients.

Bangladesh has an aviation market of about 3.5 million passengers in respect of passenger travel and about 10 million tons in respect of cargo .The market is expanding rapidly but due to the different cause Biman has lost its reputation and carrying less portion of the market. Biman Airlines is very much bureaucratic which makes delay in providing service to its customers. Nepotism is one of the barriers for not getting right resources. It is a good to mention that the management of Biman has realized the necessity of technological improvement for smooth operation although it's too late. The Board is not accountable to a higher authority because the Minister of Aviation is the Chairman of the Board himself. Biman has suffered from being politicized in many aspects. Corruption in different sectors of Biman is another significant barrier that is making it difficult for the organization to break away from loss making ways. Again, delay in flight has been a common phenomenon for Biman. To help Biman move out from its old-fashioned way of management, to accommodate the future opportunities and to avert the current crisis and threats, it is extremely essential for Biman to undertake some immediate initiatives such as policy revise modernization, proper planning, experienced and professional manpower and take a mechanism to stop corruption.

In this report, all aspects of 4 Ps of Biman Bangladesh Airlines including the problems that Biman is facing have been focused. Considering the present conditions, some suggestions have been made. It is really tough to comment any issue perfectly in this small work. But the strong and active support of my dissertation supervisor Afsana Akhter was my main inspiration to accomplish it. I express my heartfelt gratitude to her.

