

REPORT ON
Analyzing the impact of catering services on the profitability of US-BANGLA Airlines.

Prepared By
Md. Sha Imran Rakib
ID: 20264032

An internship report submitted to the BRAC Business School in partial fulfillment of the
requirements for the degree of
MBA

BRAC Business School
BRAC University
January, 2024

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I /We have acknowledged all main sources of help.

Student's Full Name & Signature:

Md. Sha Imran Rakib
20264032

Supervisor's Full Name & Signature:

Dr. Syed Mahbubur Rahman
Associate Professor, BRAC Business School
BRAC University

LETTER OF TRANSMITTAL

15th January, 2023

Dr. Syed Mahbubur Rahman

Assistant professor

BRAC Business School (BBS)

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Internship report on” Analyzing the impact of catering services on the profitability of US-Bangla Airlines”

Dear Sir:

I would like to submit my report titled Analyzing the Impact of Catering Services on the profitability of US-Bangla Airlines. prepared as a part of the requirement for the MBA program of BRAC Business School.

I have completed my internship program at US-Bangla Airlines. 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 queries.

Yours Sincerely,

Md. Sha Imran Rakib

ID:20264032

Program: MBA

BRAC Business School

BRAC University

Non-Discloser Agreement

This paper will not feature any proprietary, sensitive, or confidential information about US-Bangla Airlines, nor will it contain any material which offers competitors a competitive edge. This agreement is made and entered into by and between 'US-Bangla Airlines' and the undersigned student at BRAC University.

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Student's Full Name & Signature:

Md.. Sha Imran Rakib

ID:20264032

Acknowledgment

I want to thank Almighty Allah at the outset of this report for his blessings in seeing it through to completion. The culmination of several people's efforts is this internship report. I owe a debt of gratitude to several individuals who assisted me in organizing this report and provided me with helpful advice, recommendations, instructions, assistance, and guidance. Many people have provided me with unending assistance and direction while I prepared this report. I would like to thank every one of them now.

Firstly, I would like to express my gratitude to Dr. Syed Mahbubur Rahman, Associate Professor at BRAC University, who oversaw my internship and provided constant advice and support during the writing of this report. I have greatly benefited from his wonderful suggestions in creating this report. I am grateful to him for all his help throughout my internship.

Secondly, I would also like to sincerely thank Mr. Nazmul Hossain, the Manager of Catering at US-Bangla Airlines, who serves as my organizational supervisor. He helped me find the right resources and kept track of my work while I prepared my report. I would also want to extend my sincere appreciation to Mr. Mahfuj Hasan Dinar, the Assistant Manager of Catering, who helped me through all the highs and lows throughout my internship. Their invaluable assistance has greatly aided in the effective preparation of this study.

Executive Summary

US-Bangla Airlines is one of the main private airlines in Bangladesh that offers domestic and international flights with the highest achievements compared to other national airlines. Its goal is to identify the issues related to catering services for providing the highest satisfaction to customers that must be resolved setbacks to maximize the opportunities and gain significant success in the aviation industry. Comparing the problems and potential futures of US-Bangla Airlines catering services is the main objective of this research. However, this internship report offers a thorough overview of US-Bangla Airlines' catering offerings and assesses the influence of these services on the airline's success, contributions, and profitability.

This report is compiled into several chapters, covering different analyses, product and service importance, comparison with other airlines, and overall shows in-depth analysis.

Chapter 01: Give a brief explanation of the subject, format, and methodology of the internship report. This section provides a broad summary of the report's objectives, limitations, and scope.

Chapter 02: This chapter provides a summary of US-Bangla Airlines' catering services in addition to a thorough review of the company's business activities. In this chapter, I will go to great lengths on catering services, including all the details of these services and the activities that go along with them. Also included is information on the US-Bangla Group and its several sister companies, including details about their establishment and a range of product and service areas.

Chapter 03: The present state of US-Bangla Airlines' catering services organogram was covered in this chapter. All the details on the command structure and effective management of the company. This article discusses the several departments that provide catering services, including operation, dispatch, HRM, and buying. Additionally, this chapter's list of current management bodies and their experiences was displayed.

Chapter 04: I covered the benefits and drawbacks of airplane catering in this chapter. How US-Bangla manages to maintain its seamless operations and the roles played by various airline divisions. How crucial management is during flight. By using flight prediction, the two separate catering departments at US-Bangla handle the daily supply chain management.

Activities related to handling airport catering operations and US-Bangla Baunia catering are displayed here.

Chapter 05: As an employee here, I am following up on several advantages of the airline-provided culinary services. In this chapter, I assess a rival airline in Bangladesh and examine its many operational components. I now turn in the catering services provided by Biman Bangladesh Airlines and summarize their operational comparison, noting how they adhere to all standard operating procedures. The assessment of client satisfaction through the provision of catering services is covered in this chapter. Additionally, the customary practices covered here, such as employing distinct food terms and their delivery, aid in catering.

Chapter 06: I do a study-based analysis of the effect of catering services on profitability in this chapter. Here, I attempted to talk about the possibilities and constraints of this catering.

I concluded by providing the report's sources and a conclusion.

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Introductory Part

1.1 Origin

Using my knowledge and my advisor's recommendations, I created an internship report titled "Analyzing the impact of catering services on the profitability of US-BANGLA Airlines." In accordance with his instructions and comprehension, I composed the report using US-Bangla Airlines' quantitative data and personal interactions with the officials throughout my employment. This paper aims to give readers a basic overview of US-Bangla Airlines' catering service and analyze the influence of that service on the airline's profitability.

1.2 Objectives

1. The study's objectives may be summed up as follows:
2. Studying various automotive industry works.
3. Examining the industry's sales performance.
4. Consider how theoretical information is presented in practical situations.

1.3 Scope of the Report

During my internship, my opinions and choices were severely limited and insufficient. I had to follow certain guidelines to gather information from various sources for my report. It is founded on introspection and knowledge gained throughout my industrial internship. In general, the study addresses the sales domains.

US Bangla Group

US Bangla Group is one of the recognised company in Bangladesh . It has been serving the nation for more than 14 years and growing daily with a more ambitious aim and vision. It is the main sister business for real estate within the Group and enjoys a good reputation. US Bangla Group has now cemented its place as one of the leading organisations by creating several diversified sister firms, including Hospitality, Food & Beverage, Newspaper and Media, Leather, Education, Airlines, Pharmaceuticals, Hospitals, and Agro, among others. Through innovation and creativity, the organisation is serving the country with honesty and reliability, while also expanding social advantages and preserving the greatest level of customer satisfaction.



Photo Source- Collected from US Bangla Airlines facebook page

History of the company

The US Bangla group began operating in Bangladesh in 2009 with a primary focus on real estate. The Bangladeshi population eventually came to trust the group's capacity to satisfy their housing and real estate demands as their ongoing success gained momentum and helped them reach their major objectives. The firm Purbachal is now developing one of the most famous cities. Subsequently, the corporation considered expanding into other industries, with a particular focus on the airline industry in Bangladesh. The Group considers the 2014 airline establishment to be a miracle, and every individual's hard work and sacrifice, together with management's dynamic strategic strategy, made the airline's successful voyage possible from the first. The organisation has already maintained its ISO 9001: 2008 accreditation and integrated it into every aspect of the organisation. Over the last few decades, US Bangla Group has shown excellent governance, statutory compliance, and great transparency, earning the trust of potential clients. All the US-Bangla Group's initiatives support national development, uphold sustainable environmental practises, and promote ethical business practises.

US-Bangla Group and other Sister's concerns

Now, US-Bangla GROUP provides its clients with a vast array of services. Its business portfolio is expanding daily. Mohammad Abdullah Al Mamun, the managing director, is a very capable and versatile policy maker. His idea of success turns the US into an asset for several businesses. Now, US-Bangla GROUP has several affiliated businesses. A few of their details are discussing here-

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US Bangla Assets Ltd

US-Bangla Assets Ltd. is a privately held company that has been operating for more than ten years. Currently, the corporation is concentrating on real estate development in areas like East American cities and Purbachal American cities. There are between one and twenty-five hundred workers. US-Bangla Assets Ltd. is expected to generate more than \$1 million in income annually.

Fashion and Leather

The firm has recently concentrated on various clothing and footwear items. One of the best products to export abroad and make foreign money is leather. The leather business focuses on producing high-end purses, bags, shoes, and other items. Vibrant is currently the most well-known fashion brand in the nation, producing both traditional and contemporary goods.

Green University of Bangladesh

Green University of Bangladesh (GUB), one of the leading private universities in Bangladesh, was established in 2003 under the Private University Act of 1992 with the goal of becoming a world-class hub for higher education. Students from diverse backgrounds can benefit from GUB's inexpensive, individualized instruction that meets international standards. GUB emphasizes the importance of providing top-notch instruction delivered by a diverse group of highly qualified, energetic, committed, and experienced faculty members with exposure to the world. The university is a modern, dynamic, and innovative choice for undergraduate and graduate students.

US-Bangla Hospital and Medical College

US-Bangla Medical College (USBMC) was founded to offer hospital care, medical education and research, and future nursing service training. Currently, the facility is located in the Narayanganj district's Tarabo, Rupganj. Rupganj's rural surroundings and distinctiveness make it the perfect place to develop the Medical College. A huge hospital with an abundance of contemporary equipment, first-rate infrastructure, and superb institutional facilities led to the inevitable development of a Medical College of the highest caliber in the country. In the

competition, a few prominent medical professionals choose to build a top-notch, fully equipped medical college in Rupganj that is reasonably priced for all socioeconomic classes.

USB Express

USB Express is one the best courier company in Bangladesh , they are committed to provide safest and fasted service to their customer. They solve the unpredictability of package delivery in Bangladesh by using GPS technology and their secured environment ensures no scope for pilferage/shortages, which is going to be a thing of the past. The safety of customer shipment is of paramount importance to them. With 60 outlet around Bangladesh, its fleet of 100 cars and 150 motorcycles can handle all shipment needs.

Communication and the media

The ajker patrika and DHAKAPOST.COM, which are read by most countries, are presently managed by the US-Bangla Group. Newspapers that offer round-the-clock coverage contribute to accurate and moral media discipline.

US-BANGLA Airlines



Photo Source: From US Bangla Airlines Facebook Page

US-Bangla Airlines, a leading airline in the country. A significant participant in Bangladesh's aviation industry, US-Bangla Airlines began operations in 2014 when it began operating DASH8-Q400 aircraft on the Dhaka-Jashore route. The airline extended its scope in less than a year, providing service to all of Bangladesh's major airports. There are flights from Dhaka to Chittagong, Cox's Bazar, Sylhet, Jessore, Saidpur, Barisal, and Rajshahi, among other domestic destinations. With flights to Kolkata, Chennai, Male, Muscat, Doha, Dubai, Sharjah, Kuala Lumpur, Singapore, Bangkok, and Guangzhou, US-Bangla ventured into international airspace. In the future, plans call for extending operations to Abu Dhabi, Delhi, Jeddah, Riyadh, Dammam, and Europe's London and Rome by 2024 and New York and Toronto by 2025. US-Bangla carriers, which placed fifth among South Asian carriers in the 2023 Skytrax World Airline Awards, has gained international recognition and is having a positive effect on Bangladesh's aviation sector. With 17 aircraft in its fleet, including Dash 8-Q400, ATR 72-600, and Boeing 737-800, the airline has an impressive track record of more than 90% of flights arriving on schedule. US-Bangla, which employs roughly 2,500 people, is essential to reducing unemployment, sustaining the nation's economic health through consistent tax payments, and enhancing its standing by running international flights, which boost the nation's GDP by bringing in significant foreign exchange.

Principle of pillars of US-Bangla Airlines

Vision: The vision of US-Bangla Airlines to become the most preferred Airline of Asia through offering a dependable, safe and comfortable service. They aim at achieving absolute excellence in all the aspects of operation through honest dedication.

Mission: US-Bangla runs with an enormous efficient strategic plan, and several codes of culture. A few of them are given below.

- Highest customers satisfaction.
- Highest return turnover from the operation.
- Ensure sustainable environment practice.
- Providing quality services and goods.
- Continuous research and development for accessing new opportunities.
- Maintain all rules and regulations of government.
- Excellent relationship with national and international stakeholders.
- Ensure the manpower skills and keep their demand fulfilled.
- Improve and regulate all sisters' concerns business smoothly.

History of US Bangla Airlines

Background

In Bangladesh, US-Bangla Airline is regarded as one of the country's top luxury carriers. Its level of service is on par with other major airlines around the world. It encompasses the entire region in addition to Bangladesh on the inside. Additionally, it offers international flight schedule service to the Middle East, South and Southeast Asia, and the SAARC area. The motto of US-Bangla Airline, founded in 2010 and starting operations on July 17, 2014, is "Fly Fast, Fly Safe." Its main hub, Hazrat Shahjalal International Airport, has 17 aircraft with an average age of 10.06 years. The airline's establishment and operations are governed by the Bangladesh Ministry of Tourism (MoT) and the Bangladesh Civil Aviation Authority (CAAB). The airline started providing international service between Dhaka and Kathmandu on May 15, 2016. Later, the business expanded to include Guanzu, the Maldives, Chennai, Kolkata, Singapore, Dubai, Sharjah, Doha, Kuala Lumpur, and other parts of China. The corporation has been considering setting up shop in Saudi Arabia and a few European nations. As of right now, the corporation operates 07 Boeing 737, 08 ATR 42/72, and 02 Bombardier DASH 8-Q400 aircraft. The business also intends to include Dream Liners and Boeing 737.

Privately held US-Bangla Airline operates flights to all six destinations in Bangladesh, as well as China, Oman, United Arab Emirates, and Qatar, as well as several of the SAARC states. The airline was formed by its managing director, Mr. Abdullah Al Mamun. Mr. Mamun entered the company in 1993 as an employee of US Airways. He then amassed a fortune in the real estate industry by purchasing and reselling homes around the country. While employed with US Airways, he began to pursue his dream of founding a Bangladeshi airline to address the nation's transportation problems and cash outflow, in addition to his real estate ventures. He went back to Bangladesh in 2009 and established the US-Bangla Airline, which was introduced in 2014 with the goal of capturing the country's aviation sector, which brings in TK 10 to TK 12 billion annually. There are currently 1500–2500 employees working for a US airline that operates 400 international and 2100 local flights every month. When US-Bangla Airline first started operating, there were just two daily flights between Jessore and Saidpur. There are seventeen aircraft in the fleet now: two are De Havilland Canada DHC-8 Dash8, Seven are Boeing 737s, and eight are ATR 42/72s. Soon, US-Bangla Airlines will offer flights to every country in the Middle East and every country in Europe.

US-Bangla Airline serves more than 20 destinations, including Dhaka, Chittagong, Jessore, Cox's Bazar, Saidpur, Sylhet, Rajshahi, Barisal, Guangzhou, Chennai, Kolkata, Kuala Lumpur, Muscat, Doha, Singapore, Dubai, and Sharjah. With a fleet of 80 daily flights, US-Bangla Airline has emerged as the second largest airline in Bangladesh, behind Biman Bangladesh Airlines.

US-BANGLA AIRLIENS DEPARTMENTS

Completing the entire process of airline operation requires the collaboration of several departments. Of all of them, some work closely with customers, while others make sure everything runs well. Below are some highlights from the department's profile:

Department	Description	Main Points
Cargo Operation	Describe the cargo operation of US-Bangla Air, which carries goods as well as people	1. US-Bangla Air uses the cargo hold of the plane to transport goods. 2. The cargo operation department handles everything from preparing cargo shipments to loading and unloading planes. 3. US-Bangla Air plans to hire three new staff members for the cargo operation.
Admin & Human Resources	This department handles the administrative & personnel aspects of the airline.	1. Support staff: secretaries, data entry workers, receptionists, communication, and personal relations specialists. 2. Human resources: hiring, labor relations, employee training, employee termination.
Engineering Wet Cleaner	Aircraft cleaning is a compliance issue.	Type of cleaning such as Lavatory cupboards, drinking fountain wastes, Sink drainpipes, Floor of catering container components, Bar box recesses, Lavatories, Engine of aircraft Insects & liquid inside the aircraft etc.
Admin Tailor Department	This department deals with the most critical and technical issues of the airline.	1. Highly confidential 2. No further details are available.
Airport Service	This department provides	1. Passenger bus service. Catering

	various services to the passengers at the airport.	service. 2. On board refreshment. 3. Baggage service 4. Boarding flight. 5. Passengers' queries to ground staff.
Catering Service Office	It aims to demonstrate the importance of catering for US-Bangla Airlines and how it benefits the company.	1. provides food for passengers on commercial flights. 2. two catering offices, one in Dhaka Airport and another in Baunia Bot tola, which is the main operation center. 3. The airline offers different meal options for different classes of travel and flight schedules, ranging from simple to gourmet.
Central Reservation	The Central Reservation system of US-Bangla Airlines, which handles booking tickets for passengers based on demand.	1. open 24/7 and provides a helpline number (13605) for all inquiries. 2. tracks various information related to flights, such as type, schedule, fares, and reservations and tickets. 3. Monitor all sales outlets and agencies to avoid reservation and ticketing issues.
Commercial	The commercial department of US-Bangla Airlines is responsible for importing new aircraft, parts, or spares and handling all paperwork related to them	1. Negotiates business agreements over the phone and in person with partners, such as lodging facilities, airlines, and car rental firms. 2. Strategically and exclusively bargains with business partners' offers. 3. Conducts regular trade conversations with business partners
Engineering Battery Shop	Power to vital loads must be supplied by US-Bangla Airline till landing and evacuation.	1. Batteries in aircraft are used for technical and general internal purposes. 2. Battery shops or distributors perform battery maintenance. 3. The battery performance is influenced by factors such as charging system, temperature, The flight duration, ground operations, and flight conditions
Engineering	Detecting flaws in the load-	1. Engineers use eddy current and X-ray testing to prevent catastrophic

Ndt	bearing structures of the aircraft.	failure in aircraft. 2. US-Bangla Airline has one engineer dedicated to this kind of project
Engineering Planning & Record	US-Bangla Airlines has employed engineers to monitor and maintain an electronic database of aircraft and engine components.	1. Engineers must be proficient in software, civil, and aeronautical engineering. 2. Engineers must guarantee that the database is correct, full, secure, and easily accessible. 3. These engineers produced technical records are used in phase-in and phase-out activities.
Engineering Support Shops	employs five engineers in the support shop	1. The maintenance and engineering branch includes the support shop. 2. specializes in a variety of aircraft maintenance areas, including engine, wheel, brake, machine accessories, and interior materials. 3. Hydraulic pipes, valves, and coolers, as well as a ground power unit, platforms, and a lift device 4. Welding airplane parts, cargo loading systems, aircraft paintwork, and so on.
Engineering Aerospace	focuses on aircraft research and development, testing or maintenance for US-Bangla Airline	The responsibilities of US-Bangla Airline aerospace engineers include: 1. Establishing safety rules 2. Assembling control panels and propulsion systems 3. Analyzing information to create a new design. 4. Testing aircraft and resolving any issues that may arise.

There are a few other departments which are very important for the operation which are.

Engineering Gse, Engineering Station Mechanics, Engineering Store, Engineering Avionics, Engineering Technical Services, Engineering Quality, Technical Procurement, Finance & Accounts Division, Audit & Cost Control Division, Tax & VAT, Flight Operation, Information Technology Division, Software Development, Revenue Management, Supply Chain Management, Sales & Marketing, Security Station etc.

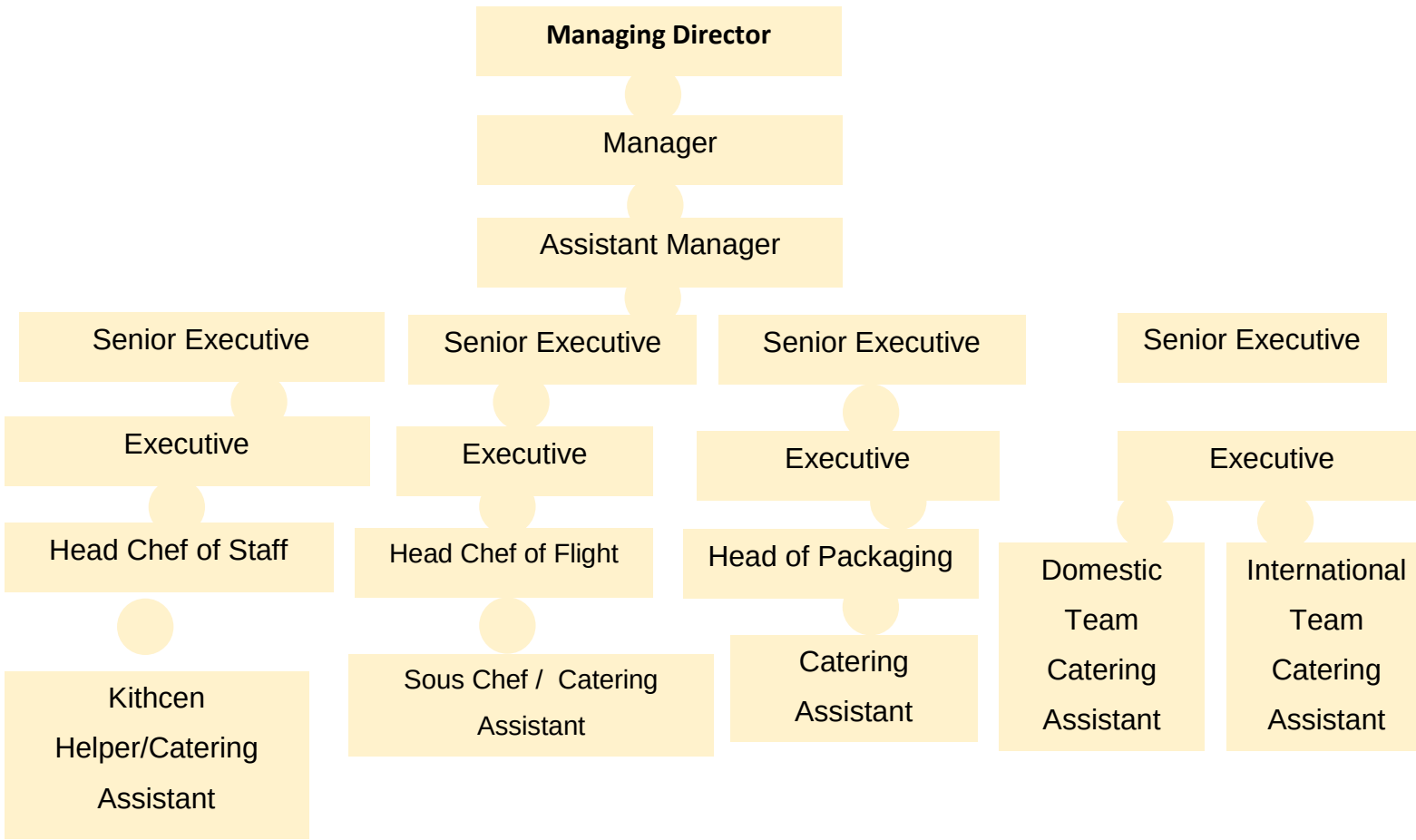
Overview of US-Bangla Catering



US-Bangla catering services is one of the most outstanding catering services in Bangladesh, offering the most promising food and beverage in-flight catering. There are two aspects to the catering services. The first is the major operating hub, where all raw materials arrive and are processed into the final product. This catering production was first located in Banasree, close to the Badda region of downtown Dhaka. The production house then relocated to Bounia, Turag, behind the airport. The second catering office is located within the airport and stores all supplies for use in aircraft operations. There are two sorts of meal services offered by US-Bangla catering. The first and most important objective is flight catering, followed by staff catering for its own personnel. The catering is directly maintained by the airlines' highest authority because US-Bangla thinks that the food in the airlines bears the most customer happiness and that if we can supply the greatest values with quality, the airlines can gain a big customer contentment.

We guarantee the freshness of all our meals and drinks, as well as the provenance of all of our raw ingredients. Every time, an audit team makes sure that every food and associated item is stored in a good atmosphere. We have special vendors for certain items to ensure the food is coming from the greatest supplier of nations. Our raw materials, such as daily essentials, green vegetables, meats, rice, milk, and other powders, come straight from the top market in the country. Additionally, we import goods from dependable sources and provide a variety of things that are hard to find in our nation. Since the business is more committed to offering high-quality meals to both its clients and staff, we always keep an eye out for our rivals and provide a variety of dishes. We are committed to quality, unique product offerings, security, and safety. Serving the love from our own catering is our motto because we value our staff above all else, are always thinking of new ideas, and prioritise our customers.

Organogram of the Catering



Sections of US-Bangla Catering

To maintain the catering, US-Bangla has many skilled and productive employees. A team of workers makes sure everything runs well daily. We have five distinct departments working together to manage the massive activities in the catering industry. The divisions are:

Catering Departments



Management Department

The process of keeping operations running smoothly, with all required departments and duties, is called management. In the food services industry, catering management is responsible for organizing and arranging food and beverage services for aircraft. It guarantees the successful completion of a flight. The catering manager in charge of US-Bangla flight catering oversees fulfilling client requirements, maintaining food and hygienic standards, and hitting budgetary targets. In the US-Bangla group, a managing director by the name of Abdullah al Mamun oversees arranging different requisitions and making sure all flight requirements are met. Mohammed Nazmul, our catering manager, keeps the managing director updated on any demands pertaining to our food management. Mohammed Nazmul, who was born in Saudi Arabia, has a degree in Food and Beverage and over a decade of experience in the food sector. He efficiently supervised all catering activities, prioritizing originality and monitoring other airlines' catering to guarantee that US-Bangla catering outperforms others in terms of quality. He has delegated authority over this massive organization to his associates. Mahfuz Rahman works as an assistant manager to guarantee that the airport catering runs well. Some executives, department heads, and outside food and safety specialists have arrived at question about and provide suggestions for adjustments to the catering environment.

Production Management

The primary goals of aircraft catering are to manage the techniques and methods for generating large amounts of meals in commercial and institutional food systems. A person's major role in food production administration is to ensure that all procedures involved in food manufacturing run smoothly. A food production manager must be skilled in a variety of areas, including administration, finding high-quality foods, determining the best menu, maintaining cleanliness and nutrition, employing personnel, communications, and technology. Although the chef is responsible of menu creation and food preparation style, the food production manager is also in charge of these responsibilities as well as giving assistance to the culinary team. A food production manager must be creative and clever enough to understand market trends so that their brand or organization may design new recipes to attract people on occasion. The food production manager will stand out from the competitors with all these skills, and future rewards will be stimulating and thrilling. Because

the food production business has the most cost-effective and secure corporate operating system, the range of possible job profiles is continuously rising both in India and globally. Food products in the United States and Bangladesh are primarily split into two categories. One is for flight catering, while the other is for crew catering. Our output includes about 100 things, including the staff kitchen, flight kitchen, and bakery. Each meal item is prepared by a unique chef who produces the cuisine for stakeholders.

Purchase Department

Purchase departments buy items and services that are both functional and valuable, therefore contributing to financial stability. Firms may protect market integrity by implementing ethical procurement rules and procedures. Purchase departments promote seamless operations by monitoring supply chains and negotiating vendor contracts, relieving department heads of these responsibilities. The functions of the department vary depending on the size of the organization. There is a specific buying department in charge of US-Bangla flight food, which is supervised by an acting senior executive. This department meets all shop and food manufacturing needs, making it an important aspect of the business. Mr. Hossain works here as a senior executive. We buy everyday basics including fresh vegetables and basic raw ingredients for the hot kitchen six days a week, barring Fridays. Individual sellers also supply us with additional necessities such as rice, wheat, meat, milk, masala powder, packaged meals, and dry goods according to our needs. The catering manager autonomously monitors the procurement of heavy equipment such as chillers, killer machines, baking ovens, stoves, and other large machinery, with the agreement of the group managing director.

Store management

Since day-to-day business operations rely heavily on the store, proper inventory records are critical to viable materials management. The purpose of the business is to continuously develop and deliver products and services and to efficiently manage all projects, regardless of size. Warehousing involves receiving, identifying, organizing, and distributing materials based on departmental requirements. This is called "store management". Catering store management in the USA and Bangla ensures that all warehouse-related tasks are completed efficiently and cost-effectively. We offer a wide selection of over 2,000 products for the catering industry. Flight catering products are managed by branch managers in two departments. One is Bhunia Catering, and the other is Airport Catering, Bhunia is a major

hub for catering in Bangla, USA. Catering also serves other domestic airports in Bangladesh and is directly connected to various divisions of the US-Bangla Group. Ayesha Begum and Mahfuzur Rahman oversee branch management.

The business uses FIFO and LIFO to ensure proper dating and maintenance of edible products.

Human Resource Department

Human resource management (HRM or HR) is the strategic management of improving the performance of employees within a company or organization and contributing to the company's competitive advantage. Its purpose is to optimize employee performance in line with the employer's strategic goals. US-Bangla Airlines has a separate human resources department for recruitment, training, and other activities. Our catering department performs minor human resources activities such as daily attendance checks and basic professional training. Jahid Hossain, the executive director of Bounia Catering, oversees all activities. In airport catering, assistant managers and managers are responsible for these activities, including staff maintenance. This is very important in catering. Airport catering includes the shipping and loading of food and drinks, as well as the provision of emergency snack boxes, so-called refreshment boxes. Assigning employees to flights is very important, and the Managing Director and Assistant Manager oversee this process for both domestic and international flights.

Quality Management

Consistency is ensured through quality control of organizations, products, and services. The four main elements are quality planning, quality assurance, quality control, and quality improvement. The purpose of quality management is to improve both the quality of products and services and the methods used. The British Standard definition of quality (British Standard 4778, 1987) is "the set of characteristics and characteristics of a product or service that affect its ability to meet explicit or implicit needs". It is these "explicit or implicit needs" that businesses must meet. To ensure the quality of our products, we make sure that they are consumed within 24 hours. In-flight meals are chilled to below -25 degrees Celsius. We have 4 types of coolers, vegetable coolers, and suitable temperatures available in the store. We ensure that all product processes occur in a clean environment with the highest level of safety. All employees involved in food preparation must wear hairnets, hold palms, clean

clothes, and observe all types of hygiene. All food beyond 24 hours is considered waste and all waste is processed and environmentally friendly. We at Bangla and America believe that the environment is our top priority and that all our activities must be carried out with sustainable environmental protection in mind.

Operation Management

The main business is the operation of restaurants. All production takes place in the operational department. All products and equipment are required only for production in the operational department. As mentioned above, the company is divided into a staff kitchen, flight kitchen, bakery, and packaging. We pay close attention to cleanliness, food quality and safety. Hygiene is very important here. Employees across the company adhere to safety procedure standards. There are pros and cons for individual chefs to consider in the operational process. At the management level, the company consisted of managing directors, senior managers, and managers.



Photo Source: Captured by Me

Dispatch Management

Scheduling deliveries to meet the needs of both the customer and the company is called shipping management. This has been achieved by coordinating the necessary equipment with the appropriate field staff and delivery drivers to meet customer demands. Our catering service will send you food according to your flight. We provide meals for cockpit and cabin crew as well as meals for business and economy class passengers. There are several guidelines for flight management. Typically, we ensure 10% extra meals on flight departure and arrival. In addition, there may be different choices and therefore specify different items as additional food items. We supply water on a large scale. Water was given in two ways. Flight attendants and captains will receive 500 water bottles, and passengers will receive 200 ml water bottles. We handed out 2 bottles per person, an additional 102 bottles. We also provide flight attendants with shipping sheets so they can understand what our catering department offers. Even if the food arrives at the airport catering, Bounia Catering also publishes separate sheets. To maintain shipment control, Bounia Catering ensures that all products are properly delivered.



Photo Source : Captured by Me (catering Highlift Loading the Catering in Flight)

Food Related Equipment's and Menu Of US-BANGLA Catering

They offer a variety of food and drinks to suit your flight. Our menus are designed with captains, flight attendants, economy class passengers and business class passengers in mind. The types of in-flight meals vary depending on the day and even on international flights, so we provide meals that consider the length of your flight. For example, the flight time in Kolkata is 1 hour, but here we will provide snacks such as: For example, on departure we offer snack boxes with spicy tomato sauce hamburgers, milk boxes, cakes, and packages of nuts, and on arrival we offer sandwiches, milk boxes, sliced cakes, packages of nuts and phirni. Additional dishes include a variety of burger dishes, including veggie burgers and sandwiches, chicken burgers and sandwiches, and more. Hot meals are not provided on domestic flights. We only have 200ml water bottles available here. According to CAAB (Civil Aviation Authority of Bangladesh), meals cannot be served on flights lasting less than 40 minutes. This rule has been in place since the outbreak of coronavirus disease (COVID-19). Below is a list of food items for international flights. This list is categorized in short format according to international standards. We currently offer international flights in a variety of countries. Examples: CCU (Kolkata) flights 201 and 202, MAA (Chennai) flights 205 and 206, MLE (Maldives) flights 337 and 338, SIN (Singapore) flights 307 and 308, KUL (Malaysia) flights 315 and 316, MCT (Muscat) Flights 317 and 318, 321 & 322, CAN (China) 325 & 326, DOH (Qatar) 333 & 334, DXB (Dubai) 341 & 342, SHJ (Dubai) 345 & 346, etc. For international flights, we have six Boeing 737s. Their names are A (Alpha), B (Bravo), C (Charlie), D (Delta), E (Echo), and F (Foxtrot). All these names are assigned by the International Air Transport Association (IATA).

Each flight offers a variety of equipment and products, including full carts, half carts, closet bins, oven bins, napkin cartons, liquid hand soap, kitchen towels, toilet paper, aerosols, air fresheners, tissue boxes, and gloves. are available. Surgical gloves, one-shot aerosol, oven gloves, shipping jars, teacups, coffee bottles, zero calories, green tea, jam, Amul butter, hermetic seals, long and small teaspoons, serving tongs, salt packs, coffee pots, tea Pots, dessert bowls, salad bowls, tea saucers, snack plates, butter dishes, multi glasses, rice spoons, forks, knives, teaspoons, glasses, ice boxes, stainless steel. Trays, hot towel trays, milk pots, wet tissues, blankets, medicine cabinets, celeste, plastic bottles, Bangladeshi ED cards, health declaration cards, health declaration forms, national health books and ED cards, regular and

standard PPE, goggles, thermometers, batteries, chlorine, hand sanitizer, hair nets, baby wipes, crew face masks, passenger face masks, first aid kits, and other miscellaneous equipment. Food menu of different flights according to standard meal abbreviation are given below:

- PCKV (Plain Polao, Chicken Karahi, Mug Dhal)
- SBD (Sultani Pulao, Beef Kari, Dhal)
- VEG MEAL (Vegetable Meal)
- KBA MEAL (Bhuna Khichuri, Chicken Achary, Roaster Egg)
- PPM (Basmati Rice, Prawn Malai Curry, Dhal)
- SCBD (Subashi Boiled Rice, Chicken Curry, Dhal)
- PCKB (Polao, Beef, China Dhal)
- KCA (Bhuna Khatury, Chicken Archary, Roasted Egg)
- KBA (Bhuna Khatury, Beef, Egg)
- FMR (Plain Omelet, Chicken Croquette, Saute Veg.)
- POCS (Plain Omelet, Chicken Croquette, Saute Veg)
- VGML (Plain Pulao, Vegetables Curry, Dhal)
- VBC (Veg. biriyani, Chicken. Dopiazza, Boiled egg.)
- BCCF (Sultani pulao, Beef Dopiazza, China Dhal)
- BSM (Plain Polao, Chicken Tikka Masala, Veg.)
- Fruits Meal (Including apple, Mango, Orange, Dragon, Kiwi, Anar etc.)
- DBML (Chicken Steak, Boil Veg, Boiled Egg, Spinach)
- SCM (Subashi Rice, Chicken Badami, Mug Dhal)
- Crew Breakfast, Lunch, Dinner
- Crew Firni
- Crew Semolina,
- Crew snacks, Garlic bread, passenger firni, sausage roll, garlic bread, etc.

Impact Of Catering Services on US Bangla Airlines Profitability

The most recent analysis by Global Market Insights Inc. predicts that the in-flight food services market will be worth \$21 billion by 2027. The sector is expected to witness rapid growth due to the increasing popularity of commercial jets. variable. The aviation sector is constantly evolving, especially in the Middle East. To improve food options, most major airlines choose to outsource in-flight catering services. Additionally, the market will witness significant expansion due to increased global air traffic and increasing number of air passengers, especially in the Asia-Pacific region. Additionally, in-flight catering companies around the world are implementing key tactics such as alliances and acquisitions to expand their customer base and reach. To meet growing passenger demand, they are also developing new facilities. For example, in April 2020, Dnata, a large airport services company headquartered in Dubai, partnered with Aer Lingus, Ireland's national airline, to manage its food and beverage services. Through this partnership, Dnata has provided meals for all flights operated by the airline from Dublin. Other important players in this sector include LSG Group, Gate Gourmet and Saudi Airlines Catering.

Airlines' overall profitability and passenger happiness are significantly influenced by their catering services. The following are some salient points that demonstrate how catering services affect US Bangla Airlines Profitability:

❖ Customer Satisfaction and Loyalty-

- * Providing a varied menu with flavors from around the world as well as local cuisine increases customer happiness.
- * Customer loyalty and repeat business for US Bangla Airlines can be enhanced by positive feedback regarding in-flight food.

❖ Competitive Advantage-

- * US Bangla Airlines has a differentiator by working with well-known regional chefs to develop signature cuisine.
- * The airline distinguishes itself from rivals by its dedication to providing high-quality meals, drawing customers looking for an exceptional in-flight experience.

❖ Brand Image-

- *US Bangla Airlines' dedication to quality and sustainability is furthered by its emphasis on using fresh, locally produced foods in its meals.

- * An airline's overall brand image is improved when it is positively associated with well-prepared, ethnically diverse meals.

- ❖ Revenue Generation-

- * US Bangla Airlines is able to increase income by implementing a tiered lunch service with premium alternatives.
- * The airline's total financial performance is influenced by passengers who are prepared to pay for better meals.

- ❖ Cost Management-

- * US Bangla Airlines successfully controls expenses by streamlining culinary operations and establishing bulk buying agreements.
- * Cost savings are maximized and waste is reduced with effective inventory management.

- ❖ Operation Efficiency-

- * Well-coordinated processes between catering services and flight operations ensure timely provisioning of meals.
- * This efficiency minimizes delays and disruptions, contributing to a smooth and reliable travel experience for passengers.

- ❖ Customer feedback and improvements-

- * US Bangla Airlines is able to make data-driven enhancements to their catering offerings by routinely requesting input via questionnaires.
- * The airline demonstrates its commitment to ongoing improvement and passenger pleasure by making responsive adjustments depending on client preferences.

In summary, there are several factors that affect the profitability of US BAngla airlines when it comes to catering, including revenue generation, customer satisfaction, brand image, cost control, and operational efficiency. An airline can differentiate itself in a competitive industry and improve its bottom line by taking a strategic approach to food.

Challenges

There are various obstacles that US Bangla Airlines must overcome in their food division. These difficulties may have an effect on passenger happiness, the standard of in-flight meals, and overall operational effectiveness. Among the major obstacles are-

- ❖ Logistics and Supply Chain Management-

Given its large route network connecting destinations in South Asia, US-Bangla Airlines may face difficulties in coordinating the timely delivery of fresh and culturally suitable food items. The supply chain becomes more complicated when it comes to making sure that passengers with special meal requirements can access particular dietary options, such Halal meals.

❖ Quality Control-

Maintaining uniform quality across a multitude of meals served on various flights while abiding by international food safety norms and laws presents a problem for US-Bangla Airlines. Maintaining the airline's reputation for high-quality service requires strict quality control procedures.

❖ Menu Planning and Variety-

To satisfy the tastes of travelers from Bangladesh and other areas, US-Bangla Airlines must provide a varied and culturally appropriate menu. When designing a menu, it's important to strike a balance between standardization and variation in order to maximize efficiency and provide a wide range of patrons with satisfying meals.

❖ Cost Management-

US-Bangla Airlines is concerned about controlling costs, particularly in light of the unstable price of food. Cost-effective operations prioritize negotiating contracts with caterers to manage costs without sacrificing food quality.

❖ Waste Management-

While adhering to environmental rules, US-Bangla Airlines works to reduce food waste. The airline is committed to being environmentally responsible, and this is seen by its efforts to encourage sustainable waste management techniques and reduce packaging waste.

❖ Customer Expectation-

US-Bangla Airlines strives to satisfy the various needs and demands of its clientele. Given the tastes and expectations of customers from Bangladesh and other areas the airline serves, finding affordable dining options while satisfying customer standards for quality and presentation is a constant issue.

❖ Transportation Shortage and Dry Ice Shortage- US-Bangla Catering doesn't have enough transportations vehicles for their smooth operations. Also as they are buying Dry ice from the supplier (only one supplier in market). If sometimes they unable to supply the dry ice to US Bangla catering. It's creates huge bad impact on catering ,

like we are unable to provide food of return sector passenger food on flight, for that outstation have to buy return sector food from their station .

Recommendations

In-flight catering providers must adapt practices from other sectors to optimize their production, transportation, and administration systems, as well as predict demand and decrease losses. This report discusses some of the strategies used by in-flight catering suppliers, such as just-in-time production, budgetary control, lean manufacturing, and IT management systems, as well as the necessity of transportation, which is an important component of ground handling. The in-flight catering sector is very competitive, with certain behemoths commanding a sizable market share, but there are also chances for agile and quick suppliers. There are some recommendations I have for US Bangla Airlines catering improvement,those are-

- ❖ **Diverse Menu Options-** Provide a varied selection of menu items, such as vegetarian, vegan, halal, and gluten-free options, to accommodate a range of dietary needs and preferences. Make sure the menu is updated often to give customers new and creative options.
- ❖ **Quality and Freshness-** Assure a constant high standard of quality for the food, focusing on its flavor and freshness. To support regional cuisines and ensure freshness, source ingredients locally whenever feasible.
- ❖ **Customer Feedback Mechanism-** Provide a strong feedback system so that customers may express their opinions about the catering services. Analyze input frequently to find areas that need work and quickly address any issues raised.
- ❖ **Healthy and Nutrition Choice-** Provide wholesome meal options to satisfy passengers who are looking for lighter options or who have specific health concerns. Emphasize nutritional information clearly to help travelers make well-informed decisions.
- ❖ **Training and Development-** To uphold high standards in food preparation, presentation, and customer service, caterers should engage in ongoing training for their workforce. To make sure the airline's catering options remain competitive, stay informed about industry developments and best practices.
- ❖ **Transportation and Dry Shortage Solution:** I think the management have to be concern about this issues for their smooth operation. Should have to increase the vehicles, also have to find out the alternative buyer of dry ice.

Opportunities

Some of the reason why this industry became prominent are given below-

➤ **First-class passenger seating is becoming increasingly popular.**

According to the forecast timetable, yearly income from first-class airplane seats will contribute over 14 percent of the market share for in-flight food services. The rise is due to the increased preference of the wealthy class for traveling in first-class lodgings. Furthermore, the cost of this class is expected to be nearly five times that of business class.

➤ **Greater footprint for internal sources**

Demand for internally sourced in-flight food services is estimated to exceed USD 5.5 billion by 2027. This is mostly owing to the insufficient number of airlines worldwide that provide in-house culinary services. Furthermore, with the few options accessible, such as fruits, vegetables, and salads, in-house catering services may be easily put together. Furthermore, the higher costs associated with full course meals and the accessibility of acquiring outsourced meals at a comparatively lower cost would promote market development for in-flight catering services. Rising intake of bakery & confectionery items

The bakery and confectionery market share in in-flight catering services is expected to grow at a pace of more than 6.1 percent through 2027. This might be due to the increased availability of bakery and confectionery goods like chocolates, muffins, biscuits, pastries, desserts, and snack bars during flight hours. Some of the best airlines also provide complimentary morning biscuits and savory snack mixtures, which assist to alleviate the effects of motion sickness in flight. However, the increased concern over sensitive and allergen-containing foods has enabled the implementation of several preventative measures.

➤ **Increasing the number of passengers**

The Latin American market for in-flight food services is expected to increase at a 6% annual pace until 2027. This is a result of the government's growing support for the aviation industry's expansion, which strives to offer reasonable pricing and taxation, as well as an efficient infrastructure and regulatory environment. Furthermore, by 2034, the region's passenger traffic is expected to have doubled. The region's aviation business will grow because of the significant presence of some of the greatest airlines, such as LATAM, and

their increasing efforts to form joint ventures with several other big companies, such as Delta Airlines.

The profitability of US-BANGLA Airlines

This report discusses the reasons for and advantages of US-Bangla Airlines supplying their food and beverages to passengers:

- The catering services of US-Bangla Airlines are not intended to be profitable, but rather to provide value and satisfy customers.
- The catering department operates by the airline's mandatory component to ensure excellent meals from its safeguards. By making their food rather than relying on outstation suppliers, US-Bangla Airlines can save money while maintaining quality. Also, a recent shortage of dry ice from Linde Bangladesh prompted the airline to acquire food from outstation, raising the cost per dinner from 200 to 1000 TK.
- The US-Bangla Airlines may provide a variety of Bengali traditional cuisine products that appeal to the tastes and comfort of domestic passengers.
- The airline has skilled chefs who produce traditional food with their own passion, and that the airline ranks first among the two flight catering companies in Bangladesh by adhering to international standards.

Findings and prospects

The general condition of preserving safety and security in US-Bangla flight catering is quite good. We protect all our employees' rights by providing a variety of amenities as well as appealing wage packages and compensation. We do, however, have a paucity of equipment. Our refrigerator, chiller, and oven have been functioning for a long time and require some repair. We guarantee that all personnel keep our packaging room and hot kitchen clean. Our personnel are all outfitted with masks, hand globes, and hair nets, but they occasionally confirm in flight that guests locate hair, mosquitoes, and additional food. The danger occurs rather infrequently. As previously said, there are instances when we run out of dry ice because Bangladesh only has one dry ice manufacturer. As a result, we are unable to supply meals for the flight's arrival. Also, in the airport catering, we are low on equipment, since we only have a high lift that can reach food in the aircraft.

Main Findings

1. US-Bangla flight catering service provides high-quality, hygienic, and delicious meals for passengers and crew.
2. The service faces challenges such as equipment shortage, dry ice scarcity, and occasional food contamination
3. The management is taking steps to address these issues, such as buying new equipment, importing dry ice, and expanding office space.
4. The service aims to improve its efficiency, safety, and customer satisfaction with cutting-edge technologies and strategies.
5. To address the issue, the managing director has already requested a new three-story elevator. It will be ready in a month.
6. On the other side, resolve the equipment issue and renovate all the recently approved 5 crore taka equipment. Furthermore, the corporation considers importing dry ice from a foreign source since the cost of food from outstation is high, and if we collect dry ice from another nation and utilize it in flight, the arrival food cost would be decreased. Furthermore, the corporation is considering expanding the office space in airport catering.

Conclusion

US-Bangla Airlines believes that the most crucial components of the business are the customer and the employee. If these two conditions are satisfied, the firm will continue to expand. The firm started with a tiny selection in 2014, and the situation has developed well beyond expectations. Every day, 70 local fleets and 12-13 international fleets fly, and the corporation is exploring expansion into the Middle East and European countries. In preparation, the firm will purchase additional planes and established a new airlines named Airastra.. We will have no issues in the future since we have enough staff and equipment. In addition, the catering management group is the most diverse. Furthermore, the catering management body is made up of the most diverse and foresighted individuals who compete with the top-flight catering on the globe. The next days will be the golden days of US-Bangla Airlines, and the catering will be a watershed moment in the field of flight catering.

Therefore, the balance between the service's costs and advantages as well as the airline's catering operations and strategy may decide how US-Bangla Airlines' catering service affects the company's overall profitability. As air travel demand rises and consumers seek greater convenience and value from their in-flight experience, the in-flight catering sector will rebound and expand in the upcoming years. This may present a chance for US-Bangla Airlines to differentiate itself from competitors and add value to its dining service.

Bangla Airline Catering Service is used by US-Bangla Airlines, one of the main airlines in Bangladesh, to supply food and drinks to its employees and passengers while they fly. To meet the diverse needs and preferences of its customers, the establishment serves tasty, sanitary, and great meals. HACCP standards are also followed by the company to ensure food quality and safety. A group of highly experienced and informed firm personnel that operate in the catering department's manufacturing, packing, loading, and provisioning divisions. The company provides excellent benefits and salary packages to its employees, and it is always looking for motivated and bright individuals to join its catering department.

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