

# **Ticketing & Reservation Service of NovoAir**





Inspiring Excellence

## Report on



## Ticketing & Reservation Service of NovoAir

### Submitted To

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## Letter of Transmittal

**May 7, 2017**

G. M. Shafayet Ullah  
Senior Lecturer  
BRAC Business School  
BRAC University

**Subject:** Submission of Internship Report

Dear Sir

I would like to submit my report titled ‘Ticketing & Reservation Service of NovoAir’ prepared as a part of the requirement for MBA program of BRAC Business School. I have successfully completed my internship program in NovoAir. Working on this report was a great learning experience for me as I got to learn the differences between practical and theoretical work. I hope you will find the report to be objective, systematic and reliable.

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

Sincerely yours,

.....  
Ashik Imtiaz  
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MBA Department  
BRAC Business School  
BRAC University

## **Acknowledgement**

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

First of all, I would like to thank my Internship Supervisor G. M. Shafayet Ullah, Senior Lecturer, BRAC Business School, BRAC University for his continuous guidance and assistance in preparation of this report. His invaluable advice has helped me a lot in writing this report. I am immensely thankful to his for the supports he has provided during my Internship period.

Next, I would also like to express heartfelt gratitude to my department supervisor at NovoAir, Mr. Hasibur Rashid, Chief Marketing Officer. He directed me towards the right information and regularly reviewed my progress in preparation of this report. I would also express heartfelt gratitude to my colleagues who always supported me in all ups and downs throughout the internship period. Their valuable contribution has facilitated the successful completion of this report to a great extent.

## TABLE OF CONTENTS

Preface.....	1
Board of Directors.....	3
Fleet Information .....	6
Logo of NovoAir.....	8
Job Description .....	9
Project Summary.....	12
Critical observation.....	12
Objectives of the study.....	13
Limitation of the Report.....	13
Methodology .....	14
Ticketing & Reservation.....	15
NovoAir Sales Office.....	17
NovoAir Corporate Sales.....	20
NovoAir Flight Schedule & Destinations .....	20
The details of domestic flights are given below: .....	21
NovoAir Fare Chart .....	23
Package .....	24
Analysis on Ticketing & Reservation Service .....	26
Recommendation .....	29
Conclusion .....	32
Appendix.....	33

## **Executive Summary**

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

Complication becomes so acute when an airline needs to deal with both of the passenger groups: one is General passenger and another one corporate passenger. Both of the groups have a distinguished set of complications in order to provide the ticketing service but NovoAir has managed over the year in the finest possible way to service its passengers regarding tickets and that is why NovoAir becomes popular in airline business. NovoAir is not only doing business but also helps the passengers by providing some assistance in their needs. NovoAir has contracts with various travel agencies like other airlines to sell their tickets to expand their business, their reputation and overall wants to provide better service as a Bangladeshi airline company to Bangladeshi passengers along with other countries' passengers.

# Preface

NovoAir is a subsidiary of Tusuka Group. Tusuka is in garment business since 1997, started as a buying house named "texel" focusing only the woven market. With the vision of specialized denim/jeans making, in 2001 Tusuka started its venture as jeans manufacturer with only 2 sewing lines and a small laundry to take the opportunity of globally growing demand of denim garment. After a year management found the necessity of a large world class in house laundry section to fulfill the vision. So from 2003 management started to expended the laundry and new sewing lines in its compound. Now Tusuka has the washing capacity of 45000pcs per day, with total 34 sewing lines specialized in denim garment making.

It is the parent company of NovoAir, a Bangladeshi private airline. NOVOAIR is the premium brand private airline in Bangladesh started domestic flight operations in January 2013. They serve their esteemed passengers with one motto – “The Art of Aviation”. Within 3 years, NOVOAIR established as a Premium Scheduled Passenger Airline spreading wings in all domestic and amazing regional destinations. With a fleet of EMB-145 Jet and superb ATR 72-500 aircrafts, combined with superior on-time performance, great comfort and excellent safety record, NOVOAIR achieved the honor of “Best Domestic Airline” adjudged by “Monitor Airline of the Year”.

NOVOAIR has a host of professionals to support your need including air charter, and travel & holiday services. We take a great deal of pride in providing services to our clients with safety, reliability, cost effectiveness and dedication. The service ethics evolves with “You first” and therefore, await to listen from you.

NovoAir expand its business from domestic to international. Now NovoAir has domestic flights to Chittagong, Cox’s Bazar & international flights to Kolkata, Guwahati, Yangon and want to start flight to Malaysia, Singapore and Bangkok. NovoAir is concerned about passengers benefit. To achieve the most passengers’ satisfaction, NovoAir always tries their best to sell their tickets in lowest price, tries to make availability of their tickets all around Bangladesh.

NovoAir sells their tickets through online, various travel agencies, NovoAir's own counters and etc. NovoAir always tries to come up with better solutions for any kind of problems of passengers because they count every little thing regarding passengers.

Novoair was established in October 2007 as an aviation service provider as the business diversification of parent company "Tusuka Group" with directors Arshad Jamal, Faiz Khan, Mofizur Rahman and Fayzur Rahman Badal. From the year 2011, Novoair started the process of establishing its own airline with the direct initiative of Mr. Faiz Khan, the founding Chairman of the company. Finally, Novoair started conducting domestic flights as a scheduled operation on January 2013.

Flights to three initial domestic destinations began from January 9, 2013 to Chittagong, Jessore and Cox's Bazar, all from Dhaka. It later launched flights to Sylhet on January 20, 2013. In July 2013, Novoair launched Smiles, the frequent-flyer program of the airline. Smiles is the first frequent-flyer program for domestic flights in Bangladesh's aviation history. Tiered benefits include special offers, travel packages, waiting list priority, priority services (sales counter, check-in and boarding) and excess baggage allowance. Novoair received the Monitor's best domestic airlines award in 2014.

Novoair launched international flights in December 1, 2015.



# Board Directors

## **Arshad Jamal (Dipu)**

### **Chairman**

Arshad Jamal (Dipu), Chairman of Tusuka was born in the year 1968. He was meritorious and bright since his boyhood. He completed Honors' and MBA(Finance) from IBA( Institute of Business Administration ) of Dhaka University in the year 1992, before that he studied in the BUET (Bangladesh University of Engineering and Technology) for 3 years. Afterwards he also earned MDS (Master of Development Studies) from BRAC University and finished MDP Course from Columbia University (USA) in the year 2008.

Mr. Jamal started Buying House business while he was a student of Dhaka University. His hard work and perseverance started to bring success one after another in the business. He established Tusuka Fashions Ltd, first manufacturing unit in this Company in the year 2000. Now Tusuka Jeans Ltd, Tusuka Trousers Ltd, Tusuka Processing Ltd and Tusuka Apparels Ltd are the successful units in this process. Not only in Garments sector he also entered into the International Telecom business with NovoTel Ltd, milestone success for him. NovoTel is one of the IGW Company that got the license from the BTRC through an open bid in the year 2007.

All his business units are well managed with high level of professionalism; his wise, judicious and wellcomposed directives are the key success factors in this regard. He also started chartered operation of China Southern Airlines in the year 2008. In 2013 he entered in Air Transport business, with a private passenger airlines as Novo Air, which is serving domestic routes in Bangladesh with an immediate intention for regional connectivity He was the successful Chairman of the Foreign Mission Cell of BGMEA and visited US Congress, Senate and State Department as an active member of the BGMEA Lobbying Team in the year 2006 and 2010 to facilitate the Duty Free Access in the USA market. He also attended WTO conference at Geneva as BGMEA representative in the year 2009. In the year 2010 he worked as representative from Commerce ministry to facilitate the Duty Free Access in the Indian market.

He also accompanied Prime Minister during her visit to Japan and India. For consecutive three terms, he was elected as board member of Bangladesh Garments Manufacturers and Exporters Association (BGMEA) .

As Director in Research and Policy matters, he was the facilitator between GOB (Commerce Ministry) and BGMEA in GSP issue. He was also declared CIP (Commercially Important Person) by The Government of Bangladesh for the year 2008, 2010, 2011. His father Late Mustafa Jamal was the high level Government Officer; he served different ministry with his honesty, sincerity and professionalism.

### **Fayzur Rahman (Badal)**

#### **Managing Director**

He started his carrier as an Asst. Merchandiser in the year 1992 in Epic Design, a reputed Buying House in the country. He did extremely good in his assigned work and established himself as an efficient Merchandiser. The Company sponsored him a six months tanning program on 'Design and Pattern Making" in Bangladesh German Institute under a Swedish expert where he learned procedure scientifically that helped him in his carrier progression.

He worked there with foreign experts and earned valuable expertise. After 3 years, he joined as General Manager in Merchandising Department in a renowned Buying House, Winners Limited. Finally in 1998 he began his own business through Texel Limited, a buying House. Since then it's a history of success with enormous growth. As a Deputy Managing Director of Tusuka Group his efficacy consisting of Tusuka Fashions Ltd, Tusuka Jeans Ltd, Tusuka Trousers Ltd and Tusuka Apparels Ltd in manufacturing unit; Tusuka Processing in Laundry unit, NOVOTEL (International Telecom Gateway) and NOVOAIR (Air Transport Services).

## **Mr. Rafayet Ullah Khan**

### **Director**

Mr. RafayetUllah Khan born in a noble Muslim family at Gazaria, Munishgonj. He completed Graduation from Dhaka University. From his childhood he was engaged various social welfare activities. In 2009 and 2014 Mr. Khan has elected as Upozila Chairman of Gazaria, Munshigonj consecutive two terms. He is the director of the all factory others sisters concern of Tusuka since 2001.

**Managements:** He has high level human management skill; successfully managing day by day event in the factory' also efficiently managing safety, welfare and compliance issue in the factory

**International Trade:** He also engages international trade related matters negotiating with foreign buyer, representing the company in international trade fairs, visiting countries as member of trade delegation.

**Labor Relation:** He is the key person of the company regarding labor negotiation and conflicts management; participating in important labor meeting; attend training conducted by ILO for better management of labor He was ex-co-Chairman in the standing committee on Apparel club and Arbitration of BGMEA. Ex Member in the standing committee of Customs, BGMEA, and Inspection for new license BGMEA. He was also standing committee member of political affairs, BGMEA and BIFT, BGMEA. Currently he engaged with social work for education of Gozaria, Munshiganj.

## **Mr. Feroz Alam**

### **Director**

He started carrier in Factory production unit, eventually become chief technician of Epic Designers. He has high exposure in multiple manufacture plants. Mr. Alam is one of the best garments technicians in the country. He nourished the liaison between the management & workers, which is key Strength of the company. He is one of the honorable member of Uttara Club.

# Fleet Information



NOVOAIR, a limited liability company registered and incorporated in Bangladesh. It is the premium Scheduled Passenger Airline spreading wings in the emerging aviation market in Bangladesh and beyond. With a fleet of EMB-145 Jet and ATR-72 aircrafts, activities are diversified in passenger, air cargo transportation, travel and holiday services and high end aviation technology solution.

NOVOAIR belongs to a family of diversified business enterprise TUSUKA along with its sister concerns NovoTel, Novo Holidays and NovoCom.

NOVOAIR has a host of professionals to support your need. We take a great deal of pride in providing services to our clients with reliability, cost effectiveness and dedication. The service ethics evolves with “You first” and therefore await to listen from you.

The Novoair fleet consists of the following aircraft (as of February 2016):

NovoAir Fleet				
Aircraft	Total	Orders	Passengers (Economy)	Notes
ATR 72-500	3	—	68	
Embraer ERJ 145	3	—	49	First airline in Bangladesh to operate Embraer aircraft
<b>Total</b>	<b>6</b>	<b>—</b>		

# Logo of NovoAir

NovoAir's official logo is only consists of simple geometric shapes or text. And the logo is consists of two colors Blue and Red. It does not meet the threshold of originality needed for copyright protection.



Official Logo of NovoAir

# Job Description

I have been working for NovoTel HR department from October 1, 2015 as Assistant Manager. However, for Internship purpose I had to work aligned with the Ticketing & Reservation Service department which is a part of Marketing department of NovoAir.

And as a member of Marketing & Sales Department of NovoAir, individuals duty is ticketing & reservation. Make & confirm reservations and provide tickets to passengers according to the availability and according to the passengers' requirements. At the same time works with the package department of NovoAir which is related to the ticketing & reservation.

**Major responsibilities are as AM-Human Resources:**

❖ **Talent Acquisition and Operation:**

- \* Identify, develop, engage, deploy and retaining talented employees
- \* Prepare job description as per employees' role and accountability
- \* To work as a HR team in delivering a HR services for the Group to define service standards, timescales and budgets

❖ **Compensation & Benefits Management:**

- \* Ensure accuracy of Payroll Operation such as additions/deductions of income tax, provident fund, cell phone allowance, leave without pay, T&E claim, late attendance, etc.
- \* Completion of payroll task and proper submission to the Salary account so that employees do not face delay in receiving their compensation in due time

- ❖ **Training & Development:**
  - \* Conduct TNA, design and implement training plan with input from business heads
  - \* Monitor with line managers about post training impact, improvement on employee performance, attitude and job behavior
- ❖ Assist in Employee **Recruitment** process, **Induction** process and maintain HR database for total employees working under NovoTel, NovoCom, Intercloud Limited and as well as NovoAir
- ❖ **Besides these I have to do the followings**
  - ❖ Providing the information to the management for developing a strategic approach on human resource development and ensuring effective implementation of operational plans
  - ❖ Preparing, upgrading and time to time monitoring of Human Resource/Organization Policies, Employees Code of Conduct in view of Industrial and Corporate environmental change
  - ❖ Facilitating the whole process of employee Confirmation, Salary adjustment, Promotion, Designation Change, Resignation & Release or Termination of employees
  - ❖ Ensuring effective performance appraisal process & developing it as it is required
  - ❖ Facilitating the process of Compensation & Benefits and ensuring a structure that is both beneficial for the company and employee motivation
  - ❖ Regular Attendance monitoring, keeping track of attendance & updating the records
  - ❖ Monitoring Duty Roster of the employees, including Duty Swap, Manual attendance & ensuring that the employees are complying



- ❖ Employee Leave processing and management and updating records from time to time and preparing various reports when necessary
- ❖ Maintaining & updating of HR database regularly & ensuring smooth operations
- ❖ Facilitating the process of providing employee Email ID Activation, ID/Access cards, visiting cards & other related materials as required to the employees
- ❖ Processing the opening of employee bank accounts and conducting all the formalities
- ❖ Monitoring the functional activities of occupational safety, health, working environment, etc.
- ❖ Preparing periodic report of various admin and HR related issues for management.
- ❖ Communicating with the employees for explaining policies, effective counseling and supporting in the appraisal process
- ❖ Handling the HR related communication within and outside the organization.

# Project Summary

To comply with academic requirement I have to do the internship report on NovoAir. And I focused on their Ticketing and Reservation Service which is a part of Marketing. Besides, business promotion strategy was a secondary focusing area of my report. It is also a part of the Ticketing and Reservation Service.

To have an idea on that particular area, I had to work with ticketing & Reservation Department of NovoAir. While working with this department, the department supervisor gave me a brief of the functions of ticketing and reservation. As I got the chance to work practically here, so I would like to describe my contribution to NovoAir.

## Critical observation

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

# Objectives of the study

## Primary Objective

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

## Secondary Objective

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

# Limitation of the Report

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

# Methodology

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

## Sources of Data:

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

### Primary Sources of data were

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

### Secondary Sources of data were

- Various documents of NovoAir
- From NovoAir's own website
- Articles obtained from different libraries and from the internet.

# Ticketing & Reservation

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

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

## **How it works**

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

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

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

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

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



Model: Working Relationship

# NovoAir Sales Office

NovoAir has many sales counters (Ticketing & Reservation Department) in various locations in Bangladesh and also in International locations to sell the tickets as much possible for passengers benefit. In Dhaka, NovoAir has five sales counters. They are:

## Corporate Office

**House-50, Road-11, Block-F, Banani, Dhaka**

**Phone: 13603/ +88-09666722224**

**Email: [info@flynovoair.com](mailto:info@flynovoair.com)**

## NOVOAIR, Banani

**House-32, Chandiwala Mansion, 2nd Floor, Road-11, Block-G, Banani**

**Phone: 13603/ +880-9666722224, ext: 5111, +880-1755656662**

## NOVOAIR Sales Counter, Gulshan

**Z Tower, Ground Floor, Plot-4, Road-132, Gulshan 1, Dhaka**

**Phone: 13603/ +88-09666722224, ext: 5124; +880-1755656665**

## NOVOAIR, Uttara

**House-53, Road-18, Sector-3, Uttara, Dhaka**

**Phone: 13603/ +88-09666722224, ext: 5121; +880-1755656664**

## Airport Sales Counter

**Hazrat Shahjalal International Airport, Domestic Terminal**

**Phone: 13603/ +88-09666722224, ext: 5123; +880-1755656663**

In Chittagong there are three sales counters. They are:

## Chittagong

### NOVOAIR, GEC Circle

Husna Mansion, 2nd Floor, 1702 CDA Avenue, GEC Circle, Chittagong

Phone: 13603/ +88-09666722224, ext: 5130-5131; +880-1755656666; 031 2558281/82

### NOVOAIR, Agrabad

Ayub Trade Center, Ground Floor, 1269/B ,SK Mujib Road, Agrabad Commercial Area,, Chittagong

Phone: 13603/ +88-09666722224, ext: 5159-5160; +880-31-2521931; +880 1755656659

### Airport Sales Counter

Shah Amanat International Airport, Chittagong

Phone: 13603/ +88-09666722224, ext: 5144; +880-1755656668

In **Jessore** there is one sales counter. They are:

**Jessore**

**NOVOAIR, Jessore**

Rail Road, Chourasta, Jessore

Phone: 13603/ +88-09666722224, ext: 5147-48, +880-1755656670

In **Khulna** there is one sales counter. They are:

**Khulna**

**NOVOAIR, Khulna**

Hotel Tiger Garden Int. Hotel, Sena Kalyan Bhaban, 1 KDA Avenue, Khulna

Phone: 13603/ +88-09666722224, ext: 5149-50; +880-1755656671; 041 2833135; 041-2831365

In **Sylhet** there is one sales counter. They are:

**Sylhet**

**NOVOAIR, Sylhet**

Anando Tower, Ground Floor, Jail Road, Sylhet

Phone: 13603/ +88-09666722224, ext: 5151-52; +88-01755656672; 0821-728960

In **Barisal** there is one sales counter. They are:

**Barisal**

**NOVOAIR, Barisal**

Hotel Melody (1st Floor), Agarpur Road, Barisal Sadar, Barisal

Phone: 13603/ +88-09666722224, ext: 5157-58, +880-1755656665

In **Rajshahi** there is one sales counter. They are:

**Rajshahi**

**NOVOAIR, Rajshahi**

G-87, DM Bhaban, Oloker Mor, Station Road, Boalia, Rajshahi.

Phone: 13603/ +88-09666722224, ext: 5155-56, +880-1755656657



In **Saidpur** there is one sales counter. They are:

Saidpur
<b>NOVOAIR, Saidpur</b> Holding No# 0011 (Ground Floor), Shahid Dr. Zikrul Haque Road (Under Pubali Bank) Saidpur, Nilphamari Phone: 13603/ +88-09666722224, ext: 5153-54, +880-1755656656

NovoAir has sales counter not only Bangladesh but also in International locations like Kolkata.

### OVERSEAS OFFICES

India
<b>NOVOAIR (GSA), Kolkata, India</b> Oryx Aviation (India) Pvt. Ltd, 5M, Block – I & II, Diamond Chambers (5th Floor) 4 Chowringhee Lane, Kolkata - 700016  Tel: +91-9830413603 & +91-9674713603, +91-7044060305 Email: ccu@flynovoair.com

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

# **NovoAir Corporate Sales**

With innovative products and services, NovoAir Corporate Sales can meet and even anticipate the most demanding requirements of corporate clients which currently run to more than 300 accounts, including the biggest names in the local business scene. Our Corporate client includes Leading Banks, Pharmaceuticals, Garments, Buying Houses, Hotels, NGO's, Leading Cement & steel factories, Embassy's, Bangladesh Cricket board, Power etc.

We provide several services to them, such as ticket issuing, modification, cancellation, refund and any other problems. Also we provide special services to their high officials at the Airport like-meet & assist and any other travel related services request by them.

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

## **NovoAir Flight Schedule & Destinations**

NovoAir has several destinations including international & domestic. NovoAir has flight to Kolkata in international sector and domestic flight to Chittagong, Cox's Bazar, Jessore, Barisal, Saidpur, Khulna, and etc. NovoAir has different kinds of fare based on the ticket class. Though passengers have to come to sales counter to issue tickets, they have several questions regarding ticket fare, departure time, and availability. That's why the Ticketing & Reservation Department has to provide information about destination & fare. When passengers have questions about fare, the agents have to check it in VRS for the available seat. According to the availability, the agents have to inform the fare for a particular date of a particular destination. NovoAir operates maximum numbers of flights through their efficient team. Each and every day NovoAir has eight flights for Dhaka-Chittagong, four flights for Dhaka-Cox's Bazar, four flights for Dhaka-Jessore and etc. In International route has two flights every for Dhaka-Kolkata.

## INTERNATIONAL FLIGHTS

Dhaka - Kolkata			
Flight No	Departure	Arrival	Days of Operation
VQ721	17:25	18:00	Daily
Kolkata- Dhaka			
Flight No	Departure	Arrival	Days of Operation
VQ722	19:00	20:35	Daily

## DOMESTIC FLIGHTS

The details of domestic flights are given below:

Dhaka - Chittagong			
Flight No	Departure	Arrival	Days of Operation
VQ901	07:15	08:05	Daily
VQ909	12:30	13:20	Daily
VQ911	15:00	15:50	Daily
VQ913	19:00	19:50	Daily
Chittagong - Dhaka			
Flight No	Departure	Arrival	Days of Operation
VQ902	08:35	09:25	Daily
VQ910	13:50	14:40	Daily
VQ912	16:20	17:10	Daily
VQ914	20:20	21:10	Daily

Dhaka - Cox's Bazar			
Flight No	Departure	Arrival	Days of Operation
VQ931	10:00	11:00	Daily
VQ935	14:00	15:00	Daily
Cox's Bazar - Dhaka			
Flight No	Departure	Arrival	Days of Operation
VQ932	11:30	12:30	Daily
VQ936	15:30	16:30	Daily

<b>Dhaka - Jessore</b>			
<b>Flight No</b>	<b>Departure</b>	<b>Arrival</b>	<b>Days of Operation</b>
VQ941	07:45	08:25	Daily
VQ945	18:00	18:40	Daily
<b>Jessore - Dhaka</b>			
<b>Flight No</b>	<b>Departure</b>	<b>Arrival</b>	<b>Days of Operation</b>
VQ942	08:55	09:35	Daily
VQ946	19:10	19:50	Daily

<b>Dhaka - Sylhet</b>			
<b>Flight No</b>	<b>Departure</b>	<b>Arrival</b>	<b>Days of Operation</b>
VQ951	10:30	11:15	Daily
<b>Sylhet - Dhaka</b>			
<b>Flight No</b>	<b>Departure</b>	<b>Arrival</b>	<b>Days of Operation</b>
VQ952	11:45	12:30	Daily

<b>Dhaka - Saidpur</b>			
<b>Flight No</b>	<b>Departure</b>	<b>Arrival</b>	<b>Days of Operation</b>
VQ961	07:30	08:30	Daily
VQ965	16:10	17:10	Daily
<b>Saidpur - Dhaka</b>			
<b>Flight No</b>	<b>Departure</b>	<b>Arrival</b>	<b>Days of Operation</b>
VQ962	08:50	09:50	Daily
VQ966	17:30	18:30	Daily

# NovoAir Fare Chart

There is a fare chart given below:

ROUTE	FARE TYPE	TOTAL ONE WAY FARE (BDT)	
<b>Domestic</b>			
Dhaka - Chittagong & vice versa	Flexible	8,200	
		7600	
	Saver	7,100	
		6600	
	Discounted	6,000	
		5500	
	Special	5,000	
		4700	
	Dhaka - Cox's Bazar & vice versa	Flexible	9,200
			8600
Saver		8,100	
		7500	
Discounted		6,800	
		6400	
Special		6,000	
		5700	
Dhaka - Sylhet & vice versa		Flexible	7,200
			6500
	Saver	5,900	
		5500	
	Discounted	5,000	
		4400	
	Special	4,000	
		3700	
	Dhaka - Jessore & vice versa	Flexible	6,700
			6100
Saver		5,600	
		5000	
Discounted		4,500	
		4200	
Special		4,000	
		3700	
<b>International</b>			
Dhaka - Kolkata		Special	10,000

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

# Package

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

Some samples of NovoAir' packages are given below:

Enjoy  
HOLIDAY  
PACKAGE

**KOLKATA  
@TK 2,777**  
6 Months EMI!

**HOTEL HINDUSTAN INTERNATIONAL  
3 Days/ 2 Nights  
Per Person Twin Share Basis**

NOVOAIR HELPLINE  
1800 123456

## 3 DAYS 2 NIGHTS

- All taxes & surcharge
- Accommodation
- Complimentary Breakfast
- Complimentary Lunch/Dinner
- Free Wi-Fi in the room
- Swimming Pool

### 3 DAYS 2 NIGHTS COX'S BAZAR:



Ocean Paradise Hotel & Resort

Sayeman Beach Resort

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

# Analysis on Ticketing & Reservation Service

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

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

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

## **Strengths:**

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



## Weaknesses:

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

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



**Opportunities:**

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

**Threats:**

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

# Recommendation

While doing my internship at Ticketing & Reservation Department of NovoAir, I observed the whole working process of the unit. And as per my observation they have a huge opportunity to develop and add values to their service for better customer satisfaction. So that they can achieve a competitive advantage in the market and will able to hold major portion of the market share and earn better revenue and profit from the current situation.

The Ticketing & Reservation Department is running with the combination of human beings and software. The employees who are working in the mentioned department are the fresher or have a nominal experience in different sector or in the same sector. So, it is tough to have a better service from them without proper training and development.

At the same time, these people are directly dealing with the end user or the customers. So, organization's direct positive branding is depends on their services and performance. And it is a major area where NovoAir needs to develop. This department is consisting of 50% of male and 50% of female employees. They are giving service both in over phone and face to face to the customers. Therefore, it is mandatory to have the knowledge to how to deal with the customers both in phone and face to face service delivery. And for this they need the proper training.

Initially these employees are getting the job offer on the basis of their academic track record and performance during the recruitment process. But we are badly in need to identify their efficiency in English and Bangla both in oral and written format. Because of they communicate with their customers through these two processes.

Lacks of efficiency in the communication create a lot of problem to deliver the required service of Ticketing & Reservation Department. NovoAir is facing this problem tremendously. So, immediately they need to improve and overcome from this.

Smartness and good looking is also important for face to face customer service. But lack of understanding and misinterpretation of smartness is converting as over-smart attitude. And customers are giving the negative feedback about the service and service provider of the NovoAir. And it is creating a negative vibe in the market about the company. So, it is essential to take care by NovoAir management.

Too much time consumption during over phone service and waiting in the phone is another prime complain of the customers. NovoAir management can overcome the problem through increasing number of qualified and efficient employees. Besides, employees are some time goes for break and during this period they keep the phone line busy to avoid call. This is an unethical behavior that I have found in the Ticketing & Reservation department. Management needs to take care of the issue immediately.

Efficiency to handling the customers over phone is very much important for this department. Unless otherwise customers will move to others because here the bargaining power of the customers is more than the organizations and they have number of options available in the competitive market. Besides, they switching cost is just equivalent of a phone call.

The employees who are working in this department do not have the proper training to work by using the Ticketing & Reservation software used by the organization. They just learn from their day to day activities. This is not enough to deal with the customers. So, it is going to tough for the organization to achieve the customer satisfaction and gain the customer loyalty approach towards them. As a result NovoAir is losing their customers. Losing customers means decreasing benefits, increasing operational cost and etc.

Complicated online ticketing and reservation system is another problem of this department. This is not so much user friendly and a little bit complicated for all level of customers. Moreover, technological errors sometimes create customers dissatisfaction.

Understanding the customers need and situation based service is important for this department. But NovoAir is far away from this. Due to lack of proper manpower, training and logistics support.

This is a department which needs to give 24/7 support to their customers. But it is yet not possible for NovoAir. The computerized support system is costly and needs a huge investment. So, without that customer service is not getting its full pleasant meaning.

During the off-peak season the organization offers different kinds of promotional packages to the tourist spots where they have flight. But to achieve the goal of the initiatives it needs much more over phone marketing to the customers. NovoAir has the offers but do not have the initiate to do the telemarketing. So, they are away from their target and so on.

This is a department which is running on the shift basis. Shift employees have a hidden attitude to handover the duties and responsibilities to the next shift member exactly at the time of ending shift. In case of absence or late present, it creates an unnecessary gap. And customers and organization itself is the victim of this issue. And NovoAir needs to solve the issue immediately.

At the end, I want to summaries my recommendation for the department through the below bullet points

- There should be facility of training programs so that the employees get more knowledge
- There is less scope of promotions of the employees, so I think the scope of getting promotions should be increased in order to motivate employees
- NovoAir has no CSR activities. So I think they should start their CSR activities. It would not only be beneficial to the people of the country but also for the company itself
- Employees of this department much more motivations. So, management needs to look after the issue
- They are dealing with the end customers. So, for better understanding and performance they need the scope to have the real life picture of the both ends through knowledge sharing and training
- They are in need to have a job rotation facility. So, that they will get relief from monotonous job responsibilities and will perform better

# Conclusion

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

My Intern report is on the Ticketing and Reservation Service of NovoAir. Though, I have been working as Assistant Manager-Human Resources. But the internship period gives me the opportunity to know the department, the employees of the department, their area of improvement, their strength and the further opportunities.

Besides the ticketing & reservation department, I also came to know about the marketing strategies and steps those are taken by the department which is a core part of Marketing.

The ticketing and reservation team is working under the Marketing team and as well as in align of their direction and dealing with the customers directly. The customers and their satisfactions are the way to earn the profit and sustain in the competitive market.

The efficient customer service through performance of the employees of Ticketing and Reservation department will create customer satisfaction. And customer satisfaction and loyalty will lead the organizations towards the profit.

# Appendix

1. <https://www.flynovoair.com/holidays/kolkata>
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