

INTERNSHIP REPORT

ON

Problems & Prospects of US-Bangla Airline

Prepared For

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UNITED INTERNATIONAL UNIVERSITY



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Subject: Submission of Internship Report.

Dear Sir,

It is with great pleasure that I submit to you my Internship Report titled **“Problems & prospects of US-Bangla Airline”** as per BBA program requirement. I was assigned to work at The US-Bangla Airline, Head office from 11/05/19 to 11/08/19. During these three months I worked in Revenue Management Department of **US-Bangla Airline**, Head Office, Baridhara, Dhaka. I observed their working activities and learned so many things. I tried to relate the airlines supervision activities with my courses that I have learned in the United International University. My internship supervisor is **Mr. Md. Mesbahuddin**.

I had to learn and work a lot to know the overall Airline activities and get the relevant data to prepare the report. I express my deep gratitude to you for giving me scope and help me to prepare this report properly.

Yours Sincerely,

TanjinaShabnam (Ria)

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Executive Summary

The principle aim of the preparation of this paper is to make a comparative study between the problems & prospects of US-Bangla Airline with a view to find out the problems for maximizing the prospects in aviation industry for the private airline industry like US-Bangla Airline. However this report gives a details idea about the institution, problems & Prospects, achievements and contribution.

My research and analysis is expressed in eight chapters at this report. In chapter-01, give an introduction about internship report topic & organization, objective & methodology. This chapter also gives idea about scope, limitation and the purpose for preparation of the report.

In chapter -02, I elaborately discussed about the company induction. In this chapter I elaborately furnished the information about company, its history of formation, different types of business unit and their products & services.

Chapter -03 discussed about the US Bangla Group main sister concern US-Bangla Airline where I was engaged to fulfill my internship program. Here I disclose the information on US-Bangla Airline& its history of formation. This chapter can give idea about the services provided by Airline Company like as US-Bangla Airline. This chapter is furnished with the great achievement & success list.

Chapter -04 covers my half part of the internship report topic & here I mentioned all the problems the US-Bangla Airline faces during the operation of aviation business. Give idea about these problems & their effects. How these problems affects passenger's interest, flight schedule demand, maintenance & overhauling, security system, technological implementation, M&A and partnership, talent retaining, competition, economic environment and supply chain process.

Chapter- 05 covers my rest part of the internship report topic. Here I disclosed the information about the prospects & opportunities for US-Bangla Airline to maximize their profit & development in their present business procedure. This chapter gives idea about what should do for the growth of US-Bangla Airline business. This chapter indicates how future will be developing to reducing problems. This chapter describes what types of benefits US-Bangla Airline can create in employment, world trade, tourism, remote areas, consumer welfare and sustainable development.

In chapter 06, I described about the supporting sections of US-Bangla Airline which helps the management of US-Bangla Airline to smoothly run the operating activities in airport, reservation, catering, engineering, procurement, sales & marketing, supply chain managing and overall airline flight operation. Regarding the preparation of this report this chapter helps me to collect 80% of information with interview of various departments at US-Bangla Airline.

In chapter -07 I have done SWOT analysis of US-Bangla Airline. In this chapter I have indicate the strengths, weaknesses, opportunities and threats of US-Bangla Airline.

In chapter -08 I mentioned the findings & recommendations against my analysis of problems & prospects at US-Bangla Airline.

Finally I completed my report furnishing conclusion & references.





CHAPTER -01

INTRODUCTION

1.1: RATIONALE

To fulfill graduation, internship is essential part for student's life from which a student can earn a basic idea about the modern office management & its environment. This Idea can help a student to buildup career in near future. I have prepared this report from the knowledge I have gathered both in university & US Bangla Group which is full of theoretical & practical knowledge. This knowledge is essential for identifying the problems in aviation industry as well as the prospects also.

I have assigned as internee at US Bangla Group in the sector of US-Bangla Airline for three months period. During my internship period by the proper guidance of company supervisor I have gathered hands-on experience & knowledge about modern airlines industry & their operational activities as well as the problems & prospects in airlines industry.

US- Bangla Airlines Company started its journey on 17th July 2014. The company is a part of the project of US-Bangla Group considered as a giant group of company in Bangladesh. The airline company is conducted under Civil Aviation Authority of Bangladesh (CAAB) and also conducted under Civil Aviation Ministry of Tourism.

In a developing country like Bangladesh the aviation industry as a whole has a vital role to play in the process of economic development. An airline usually deals in transport both international & domestic flight including cargo service. Nowadays US- Bangla Airlines became one of the topmost industry service providers in Bangladesh by implementing its different types of swift strategy for identifying any kinds of problems & barriers as well as the prospects also. US-Bangla Airline management always try to minimize the identified problems by identifying its prospects & new scope. Their service standard is obviously considered and compared with world's other airline industries that's why Research & Development division of US-Bangla Airline can easily identify their problems & prospects to continuously give standardized service to the customer which in turn will give potential economic benefits to the country.



1.2: OBJECTIVES OF THE REPORT

1.2.1. Broad Objective:

- To discuss the problems & prospects for airlines industry.

1.2.2. Specific Objective:

- To observe different aspects of airlines industry in the Criteria of :
 - a) Identification of the problems
 - b) Recognize the scope of potential prospects
 - c) Operational efficiency in modern airlines business.
- To identify any limitations or loopholes of the company existing strategy.
- To suggest measures for improving the activities and services in order to achieve operational efficiency.

1.3: METHODOLOGY

1.3.1: Types of report: The reporter is establishing a qualitative report.

1.3.2: Types of data: The reporter use both primary and secondary data. Primary data- when someone refers to “primary data” they are referring to data collected by the researcher. This is such type of data that has never been gathered before, whether in a way or a certain period of time. Collecting primary data is an extremely costly task and specially if associated with a college or institute, requires permission and authorization to collect such data. The researcher collects primary data by using interview method through questionnaire. Secondary data – This type of data is collected by someone else for some other purpose. There is no less validity with secondary data, but you should be well informed about how it was collected .The researcher collect secondary data from website and also from books.

1.3.3: Sample size: The reporter is basically dealing with only one company so, the sample size should be, N=1.

1.3.4: Sampling Techniques: There are two types of sampling techniques, one is probability sampling technique and another is non- probability sampling technique. The reporter has been used non-probability sampling technique. The reporter use convenience non – probability sampling techniques, because the reporter first select a specific area and then took sample. The data for sampling was available.



1.3.5: Data collection method: The reporter made questionnaire, and then use face to face conversation and interview to fill up the questionnaire.

1.3.6: Data presentation method: The researcher use both hard copy and soft copy to present the data.

1.4: SCOPES OF THE REPORT

The reporter is able to know the details problems and prospects of US-Bangla Airline. As the report has been concentrated on “**Problems & prospects for Airlines: Focus on US-Bangla Airline**”,so in terms of organization the report has covered the Airlines employees who involved to do various activities, the existing customers and potential customers of airlines performance and services of different airlines etc.

1.5: LIMITATIONS OF THE REPORT

The reporter has very limited time and scope for completing inquiries. For this they are doing the report on only one company. It is also necessary to mention that the reporter surveyed only one business unit of US- Bangla Airline for the lack of enough time and money.





CHAPTER-2

INTRODUCTION OF US-BANGLA GROUP

2.1: OVERVIEW OF THE COMPANY

US Bangla Group is well established group in Bangladesh. It is serving the nation with a broader mission & vision.

It is established with its Real Estate business as major sister concern of the Group. Now US Bangla Group is established as one of the leading groups by forming other various sister concerns such as Leather, Education, Airlines, Pharmaceuticals, Hospital and Agro etc.

Company is serving the nation with integrity & in a trustworthy manner through innovation & creativity with the objective of maintaining highest level customer satisfaction and augment social benefits.

2.2: HISTORY OF US BANGLA PROSPERITY

US Bangla started its journey from 2010 and Real estate is their major business concern. Within very short time the group achieved trust in the field of real estate with the goal to meet the Real Estate & Housing demand of the citizens of Bangladesh. With the help of dynamic strategic plan and all employees heart & soul effort makes a miracle for new pavement in the Group by establishing airlines in 2014.

Company already archived ISO 9001: 2008 certification and implementing its ISO 9001: 2008 quality system in every aspects of the group.

Through these years of contribution US Bangla Group achieved the trust of potential customer, Expressing good governance, statutory compliance & High transparency. All these are helps US Bangla in assisting in the welfare of the company, the nation & the environment.

2.3: SISTER CONCERNS OF US BANGLA

US Bangla has many more sister concerns in the company portfolio. They are furnished bellow-



Real Estate:

It deals with lands and housing which is situated in Purbachal, Kanchan, Rupgonj, Narayanganj. Real estate projects are as follows-

1. Purbachal American city
2. East American city etc.

Leather:

This business unit concerns with the production of Footwear, Bag, and Purse etc. This unit is situated in Ahulia, Savar.

Education:

US Bangla another sister concern is Green University Bangladesh which was founded in 2003 for spreading quality education all over the Bangladesh. Green University is presently located in 220/D Begum Rokeya Sarani, Dhaka-1207. Near future it will be shifted to their permanent campus at Purbachal American City.

Airlines:

US-Bangla Airline is the leading airline in Bangladesh which carries passengers both internationally & domestically. Its headquarter is in Baridhara, Dhaka. US Bangla operates its regular flights both domestic and in international routes including SAARC countries. US-Bangla Airline consists of 4 nos. of Bombardier Dash8 Q400 turbo prop aircraft, 3ATR 72-600 turbo prop aircraft, 4 nos. Boeing 737-800 aircraft and 3 more aircraft will be added soon.

Medical college & Hospital:

US Bangla hospital is a modern hospital & all modern facilities are available in this hospital. Any kind of service can be taken from this hospital for patient. Students are available in this medical college & earning their degree from this medical college.



USB Courier Service:

it is recently established sister concern of US Bangla Group which main HUB is located in Kanchan, Rupgonj, Narayangonj. It is formed for the purpose of make shipping experience as simple as possible. It consist 60 offices all over Bangladesh with its 100nos. vehicles & 150 nos. motor cycle to cater shipment needs.

US-Bangla also have some sister concern under construction like Agro, Fashion, Pharmaceuticals, Foods, Media & Communication, Resort & tourism etc.

2.4: RANGE OF PRODUCTS & SERVICES

A wide range of product and service is available on US Bangla Group. They are furnished bellow-

Real Estate:

1. Purbachal American City.
2. East American City.
3. Holidays Home in Kuakata.

Airlines:

1. Domestic & international flights.
2. Cargo service.
3. Tour packages.

USB Courier service:

1. Domestically service includes Easy Doc,Air Priority Doc,Smilex, Fly Smilex, Road Express, E-commerce etc.
2. International courier service includes Global Express, Priority Express, Economy Express, Air Freight etc.

Education:

1. Green University.
2. US Bangla Medical college.



Leather Products: Footwear, Bag, Shoes, Purse etc.

Hospital: US Bangla Hospital.

2.5: PRINCIPLES- PILLAR OF US- BANGLA

Mission: To create continuous value for customers and consumers through highest levels of product quality & service.

Vision: To be a dynamic business group & business leader with exceptional prospective business industry.

US Bangla Group stands for its well established strategic plan & code of conducts which are furnished bellow-

- ✓ Prioritized customer satisfaction
- ✓ Quality product & service.
- ✓ Keep potential relationship with potential customer.
- ✓ Dynamic practice of R&D (Research & Development).
- ✓ Good & internationally familiar corporate governance.
- ✓ Dynamic relationship in international & local market.
- ✓ Well developed manpower.
- ✓ Smoothness in decision making & taking.
- ✓ Can do attitude of professional employee.
- ✓ Best effort to maintain and improve the efficiency of the entire sister concerns.
- ✓ Maintaining Norms & Values with safety, Efficiency, Teamwork, integrity, trustworthy, Equality etc.





CHAPTER-3

INTRODUCTION OF US-BANGLA AIRLINE

3.1: A FLASH ON US-BANGLA AIRLINE

US-Bangla Airline is considered as leading premium airlines of Bangladesh. Its service can be comparable with world's other airlines. It provides service in Bangladesh with local flight schedule and with international flight schedule it provides service in South & south East Asia, Middle East & SAARC regional countries.

US-Bangla Airline founded in 2010 & started its operation from 17th July 2014 with the slogan of Fly Fast Fly Safe. Its main HUB is Hazrat Shahjalal international Airport & fleet size is 13 with average age of fleet is 10.06 years. This airline conducts its formation & operation under civil aviation authority of Bangladesh CAAB & civil aviation ministry of tourism. Primarily its start their flight schedule with 2 nos. Bombardier DASH 8-Q400 aircraft. The carrier launched its first international service on Dhaka-Kathmandu sector on May 15th 2016.

3.2: HISTORY OF US-BANGLA AIRLINE

US-Bangla Airline is a privately owned Bangladeshi airline. It was founded by Mr. Abdullah Al Mamun managing director of this airline. Mr. Mamun started his career in United States of America in 1993 in US Airways. He also engaged with the business of real estate for buying & selling house/home in USA & earned huge revenue. During his job in US airways he got the idea of establishing an airline in Bangladesh to minimize the currency outflow & air transport problem. He returned to Bangladesh in 2009 and founded the US-Bangla Airline in 2010 which was commenced its operation from 2014 to acquire the market of air transport of Bangladesh which sector yearly generates revenue of TK 10 to 12 thousand crores. Nowadays US airline monthly operates 1700 domestic flight & 400 international flights with the total manpower of 1250.

In the very beginning US-Bangla Airline only operates two flights at Jessore & Saidpur in two shifts such as morning & day shift with 2 nos. of aircraft. Now it consists of 13 nos. fleet among which ATR 42/72 aircraft type is 6 nos. of fleet, Boeing 737 type is 4 nos. of fleet & De Havilland Canada DHC-8 Dash8 type is 3 nos. of fleet. Along with home country US-Bangla Airline operates flight to China, India, Malaysia, Oman, Qatar, Singapore, and Thailand but in Dubai & Dammam flight would start very soon.



US-Bangla Airline provides service to 16 destinations such as Dhaka, Chittagonj, Jessore, Cox's bazaar, Saidpur, Sylhet, Rajshahi, Barisal, Guangzhou, Chennai, Kolkata, Kuala Lumpur, Muscat, Doha, Singapore, Bangkok. Now US-Bangla Airline operates 58 flights daily with its sixteen destinations and has become second largest airlines in Bangladesh with its fleet size after the Biman Bangladesh Airlines.

3.3: SERVICES

US-Bangla Airline is service oriented organization. Service is the main mechanism for generating revenue. Services are furnished bellow-

- ❖ **Flight Schedule:** This is the major component from which US-Bangla Airline earns revenues by selling ticket in different flight schedule. There are two types of flight schedule available in US-Bangla Airline Such as-
 - **Domestic flight schedule:** This flight schedule service is within the country.
 - **International flight schedule:** This schedule serves in outside the homeland.
- ❖ **Book Hotel & Tour package:** it consists of different packages in domestic & international flights with hotel booking service. It can be categorized into two parts such as-
 - **International Package (INT):** This Package is with monthly EMI system (0% interest) & with other admissible benefits (Return ticket, Hotel accommodation, Food etc) in Guangzhou, Kolkata, Chennai, Bangkok, Bangkok & Pattaya, Bangkok & Phuket, Bangkok & Krabi, Bangkok & Koh Samui, Kuala Lumpur, Kuala Lumpur & Genting, Kuala Lumpur & Langkawi, Singapore, and Singapore & Kuala Lumpur.
 - **Domestic Package (DOM):** it offered package with monthly EMI system (0% Interest) & with other inclusive benefits (Return ticket, Hotel accommodation, Food etc) in COX'S Bazar, Sylhet, Chittagong, Barisal & Khulna, Rajshahi.



- ❖ **Special Service:** Special service include the following services such as-
 - **Meet & assist Services:** All kind of VIP, CIP 7 special services are included here.
 - **Disability & wheel chair services:** In this service you can request a wheelchair at the sales counter or during check in at the airport.
 - **Unaccompanied Minors:** This service is for the children between the age 5-15 during alone travel.
- ❖ **Carrying Service:** This service include the following services such as –
 - Cargo facility.
 - Fish carrying.
 - Pet animals.
- ❖ **Passenger service:** This service are as follows-
 - Bus service is provided by Bus from the mentioned place of the city to Airport with minimum charge/fare. City wise pickup place is furnished bellow-

City	Route
Chattogram	Nasirabad GEC, Agrabad (hotel saint martin)
Khulna	Shibbari more to airport, Jessore APT to Airport.
Rangpur	Rangpr
Dinajpur	Dinajpur
Thakurgaon	Thakurgaon

- Ticket Home delivery
- In flight catering.
- ❖ **Tips & Guidelines:** This service are as follows-
 - Expectant Mother: Can consult with doctor before booking.
 - First aid assistance: In case of emergency.
 - How to read a boarding pass.
 - Guideline online ticket booking.
 - Passenger sale agent.
 - Sky star benefit for frequent flyer.
 - Air charter: it includes tailored and personalized, cost –effective travel experience that suits your unique requirements be it an exclusive corporate event, investor hospitality, wedding or grand getaway with friends.
 - Ticket terms & condition
 - ADM policy- it includes circumstances for issuing of an agency debit memo.

3.4: PHILOSOPHY

US-Bangla Airline believes in the philosophy that they are most preferred airlines in Asia by offering a dependable, safe & comfortable service. So the objectives of US-Bangla Airline is as follows-

- Achieve customer satisfaction with highest standards of safety & comfort services.
- Providing cost effective air travel.
- Minimize the cash outflow of BDT in the air travel.
- Reopen the Issordi Airport.
- Build a private airport in the country if government permits.

The vision of US-Bangla Airline is to be the most preferred airline of Asia with the aim for excellence in each & every aspects of their operation with honest & dedication.

The mission of US-Bangla Airline is to expand air travel internationally.

3.5: SPECIAL ACHIEVEMENT

Key achievements of US-Bangla Airline over the past few years are furnished bellow-

- Three Nos. of Boeing 737-800 aircraft is added to its fleet in 2018.
- US-Bangla Airline enters in safe airline list according to Australian based international Aviation safety rating agency ‘airlinesrating.com’.
- Start cross city flights in 2020 from sylhet to other city.
- Achieved “The Best Domestic Airlines” for the year 2014 & 2015 by Bangladesh Travellers forum.
- Received ISO 9001:2008 Certificate which conforms universal safety oversight Audit program.





CHAPTER-4

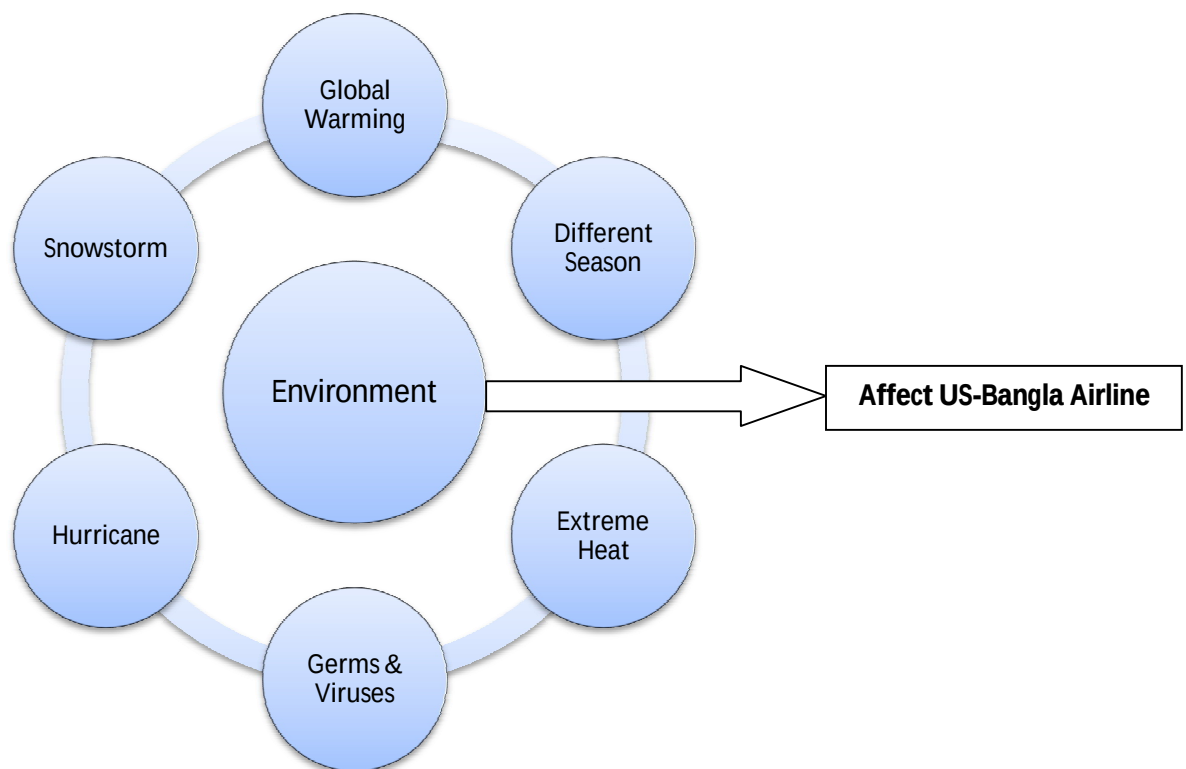
PROBLEMS OF US-BANGLA AIRLINE

4.1: ENVIRONMENT

Recently environment is one of the major problems for US-Bangla Airline and other airline companies, because the ability of US-Bangla Airline or any other airline company to retain flights on time largely depends on the weather such as – flight cancellation may occur due to Hurricane, Snowstorm, Global warming etc. Weather also varies from season to season such as – winter, summer, rainy season etc. In winter flight delay may occur anytime. Global warming may rise more frequent and tremendous storm occur, it means traveler have longer and more barriers for their travel. Sometimes pilots are not able to take off safely due to extreme heat so extreme heat is also a serious issue for airline industry.

Now-a-days environment /weather can be polluted/ affected by germs and viruses. For example recently the corona circumstances affect the total environment/weather of the world which indicates bad sign for aviation industry and like other airline US-Bangla Airline is bound to cancel the flights in those affected countries. Gradually US-Bangla Airline is losing its revenue generation power and profit goes down day by day.

So we can say that environment blessings for business and sometimes curse for business especially in aviation industry.



4.2: VOLATILITY IN THE GEOPOLITICAL AND ECONOMIC ENVIRONMENT

Most airlines have a global footprint but sometimes these are vulnerable to external factors, like political tension and economic crisis. US-Bangla Airline has a global footprint so their operational and financial performance mostly depends on their key market's geopolitical and economic conditions. In commercial aviation sector there are some major underlying factors long term growth in airline industry & the factors are political stability and sustained economic growth. Geopolitical means the role of international institutions and governance, the degree of peace or conflicts in society, level of international cooperation, openness and trade. in other words geopolitics refers future level of terrorism, cyber warfare & security, open or closed borders and the strength of governance. In Asia terrorist activities are rising so companies should careful about it. For example in 24th February 2019 Biman Bangladesh Airline faced aircraft hijacking by Mr. Palash which was very unexpected for any kind of airline company. So we can say that for any kind of geopolitical volatility US-Bangla Airline should be careful & take necessary steps to prevent such kind of circumstances.

In case of geopolitical landscape, the aviation industry is facing a series of threats in the near future and Brexit is one of the most notable uncertainties in the aviation industry. Though recently US-Bangla Airline may not start to provide any flight or transaction in the United Kingdom (UK) but we hope that in future when they will able to continue their flights in that country then they may face some problems because of the rule and regulation of Brexit.

Airline industry is widely influenced by various rule, regulations, and limitations which are related with international trade, tax policy and opposition. Sometimes we can see that airline industry is also influenced by some other issues such as war and outbreak of disease like corona& Ebola viruses. For this it must require government interference. For example we can say that like as other airline companies US-Bangla Airline must not provide their services to those countries which are affected by Corona, Ebola and swine Flu at a catastrophic rate to save their own country and also other countries.



Volatility in economic growth will have direct impacts on fuel cost and the accessibility of funding and also investment. The price of oil is able to create highest impact and uncertainty. In aviation industry the innovation and adoption of alternative fuels are limited over time frame of twenty -year. Sometimes breaking might come through new technology for example a breakthrough in nuclear. Airlines are particularly influenced by rising interest rate in terms of debt finance contracts. If interest increases then it will affect the borrowing cost for airline companies with floating rate debt.

Economic development and economic trend in any country or region are some other factors that affect the demand of aviation. These factors are able to give independent data about economic achievements of countries, their level of industrial development and also their volume of international trade. it is also important to mention that these factors can directly affect the demand for business passengers, and indirectly affect the demand of leisure travelers by rising personal income. the regions or countries in which commerce and industry is expanded are the headquarters of attraction for this demand is directed to these headquarters to benefit from activities such as marketing, maintenance, logistics repair and business negotiations. Economic factors also include economic recession. Stagnation at the market will remove a different impact on passengers who like air transportation for continuing business, leisure or some other reasons. Exchange rate is another factor which able to affect the demand of aviation. The demand will also be affected whether there is a difference between transits and reach relatively to international market.

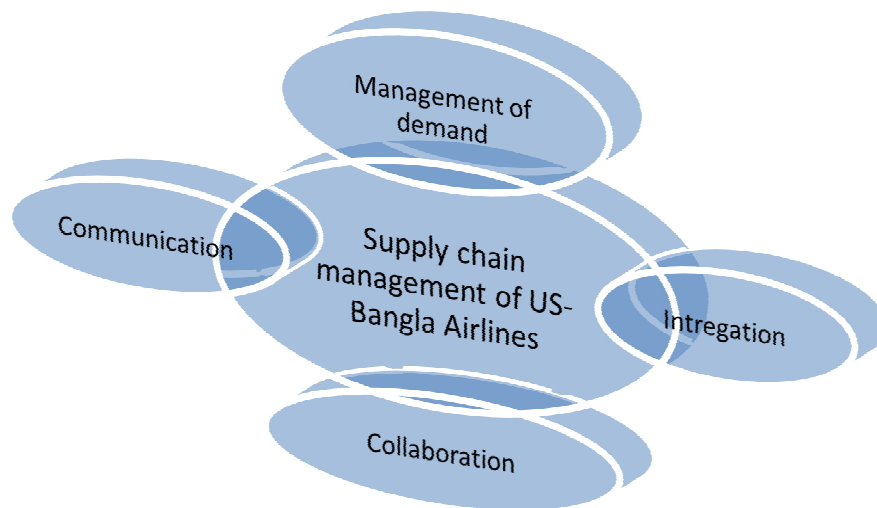
Some other factors like as income per capita, economic climate, ticket prices, demographic factors also have significant role in aviation demand. The quantity or allocation of population is one of the strong determinants of demand. When a country or a territory has good economic performance then population will be attacked negatively when demand is not sufficient. Inversely when a region or a country with a very large demography but dull in terms of economic performance then the airline demand must be affected negatively. it can also be said that economic factors and demographic factors have supportive effects on airline demand. Some other factors such as age and gender distribution in population, the level of education are some other determinants of demand too.



4.3: MANAGING SUPPLY CHAIN

Supply chain is one of the most crucial processes to save the cost of operation, in recent highly competitive aviation market. Airline companies realize that managing supply chain is the second biggest threat for the near future. The struggle for survival in airline industry majorly depends on the fact of supply chain strategy that a company adopts. The entire supply chain must ramp up their efforts and investments to meet the demand by ensuring timely deliveries while and also maintaining high quality and keeping cost partially controlled. A vast network of suppliers, small faults and delays can cause a chain response and for this budgets and plans could spin out of control. There is also another risk that companies will have controversy with suppliers or subcontractors which are related to work specifications, quality of supply or customers concerns.

In airline industry supply chain management can create problems by wrongly choosing of decision in the following process of 1.strategy 2.Tactical 3.Return 4.Operational activities. In airline industry the interrelationship between the components of supply chain is very important factor but adjournment between such components can become a problem. Supply chain relationship can be defined as cross organizational interaction or exchange among participating members of supply chain.



Components of supply chain management are as follows-

1. Management of demand:

Demand management is an important component in supply chain management. For US-Bangla Airline it is necessary to give concentration for meeting the need of customers on behalf of focusing on service process. When airline companies fails in creating awareness of customer's need, consistency, and cooperation then airline companies must not able to improve the level of competition of whole supply chain and must not able to maximize business benefits for all of its members.

2. Communication:

Significant communication is a key for the success of any kind of business such as the business of US-Bangla Airline, because effective communication can improve productivity by making all members aware about the demand and operational information. Efficient communication makes all members aware about the forecast of current and future demand and in this way it will help the members to be prepared before. Imperfect and mistake in communication fails to help the members to become speedy in responding or to take necessary action or increase the level of supply by giving good hints to the market.

3. Integration:

it is very important to integrate supply chain process to reduce cost of inventory. it is a key to make a successful chain management. In US-Bangla Airline, their real inventory aircraft seat and there are also many other elements related to this, such as how many passengers need wheel chair in the airport, how many kids on that flight will need baby meals and how many adults will need various types of food, if there is any patient traveling on that particular flight then it is necessary to take necessary steps for them such as medicine & medical aid will need for them. All these arrangements are possible only with the integration between airport services, catering company, engineering department etc. So every airline company such as US-Bangla should make their plans and schedule well in advance and it will help to make the operation smooth and speedy and in this way it is possible to make the customer satisfy.



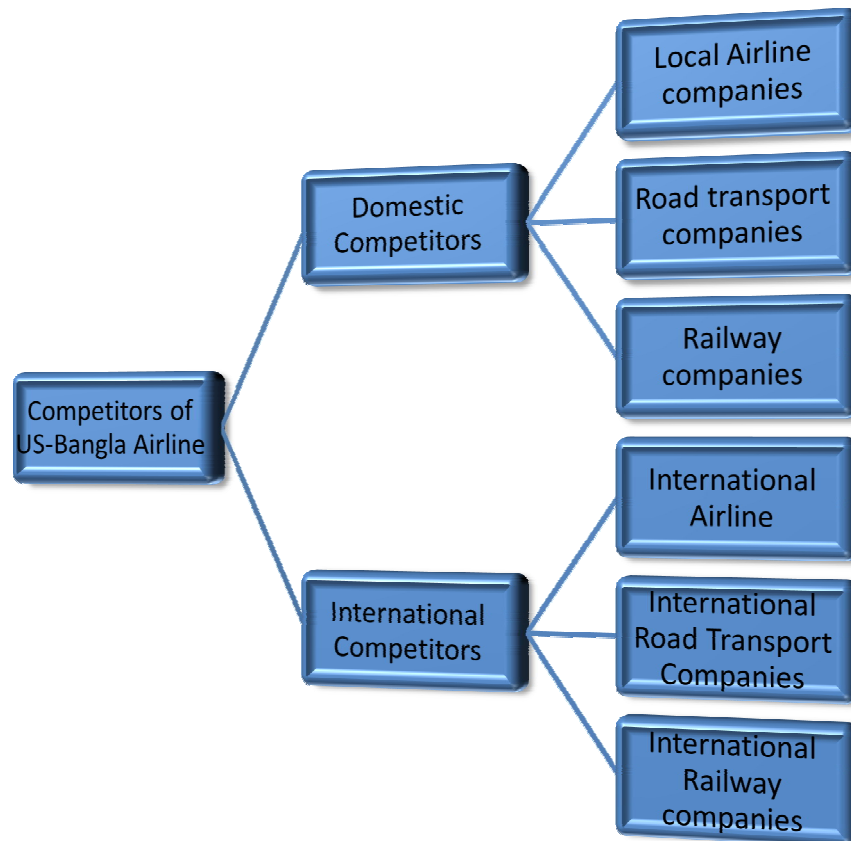
4. Collaboration:

Collaboration between different members of the supply chain help to develop good relation between the members of an airline company, promote team work and also help all members by increasing the opportunities of their business. For example, necessity of a wheel chair at the airport for an airline passenger is possible only with the collaboration. US-Bangla Airline send valuable information to the ground level suppliers at the airport for arranging a wheel chair for that physically disabled passenger on a particular flight and ground suppliers change the information into action by helping airline to bear such passengers and in this way airline can provide more business to the ground level suppliers by increasing flights and also the number of seats for that destination or airport.

4.4: COMPETITION IN DOMESTIC AND INTERNATIONAL MARKETS

Recently competition is increasing in airline industry not only in domestic but also in international market, because different airline company follows different business strategy. In Bangladesh there are many private airline companies such as – Novo Air, Regent Airways etc which provide their flights both internationally and domestically. US-Bangla Airline also provides their flights both internationally (such as Nepal, Thailand, Malaysia, Oman, China, Singapore, India etc) and domestically (Cox's Bazar, Chittagong, Sylhet, Barisal, Saidpur, Jessore, Rajshahi etc). The places where US Bangla provide their flights, almost in the same places competitor companies (Novo Air, Regent Airways) also provide their flights, so day by day competition may increase at an increasing rate and there is also a risk that customer may divert at any time. There are some international companies exist in our country (Such as Emirates) which may create competition against US Bangla because they provide international flights. Recently road transport companies such as –Green Line, Symoli, Saudia, BRTC etc may also be able to compete with US-Bangla Airline or any other private airline company, because road transport companies domestically provide their service in Cox's Bazar, Chittagong, Sylhet, Barisal, Saidpur, Jessore, Rajshahi etc where US-Bangla Airline and other private Airline companies also provide their services. Sometimes road transport companies also provide their service even in Kolkata, so in this way road transport companies, railway companies also able to create competition with US Bangla or any other private airline company.





So US-Bangla Airline should adopt those strategies which may attract customers about taking the services of their company and also help to decrease competition from its competitors. US Bangla should try to minimize the price of their tickets with qualified service from other competitors with a view to reduce competition by attracting customers.

4.5: MANAGING AND RETAINING TALENT

Due to the influx of new technologies and processes and merciless concentration on cost reduction, companies in the aviation industry such as US-Bangla Airline require an engaged, talented and also increasingly specialized workforce. All these are not specially required for other industries. As the aviation industry is highly specialized in nature so companies of this industry such as US-Bangla Airline must need to retain and hire the skilled and qualified personnel which are necessary and important to perform the critical processes of their business.



US-Bangla Airline also depends on the development of hiring the newly qualified engineering, marketing, manufacturing, sales and management for operations. Companies of aviation industry must need to manage succession planning and leadership development entirely their business. As US-Bangla Airline expand their service outside of the capital of Bangladesh, so it is necessary for them to retain and hire employees with relevant experience in local laws, rules, regulations, traditions, business practices. If US-Bangla Airline and other companies may not be able to attract, hire, and retain qualified employees, and also not able to maintain diversified workforce then it would adversely affect revenue and profit of the company. Companies need to offer attractive compensation and other benefits to attract qualified and experienced employees. When the supplies of skilled employees are lower than the demand of skilled employees, then it may cause problems to hire and retain skilled employees. For this companies also suffer difficulty in performing key contracts. There are some major challenges for genius and talent management in the aviation industry and they are a lack of multiplicity, boundary for talent mobility, ineffective repetition of planning etc. Because of these challenges, a labor shortage is looming and the industry is also struggling to draw attention of new types of talent, like as data scientist that can help make new innovations and novelty advance.

In aviation industry, sometimes like as other airlines US-Bangla Airline may face the problems of managing and retaining talent so they should take necessary steps to recover this type of problem.

4.6: ABILITY TO PERFORM IN KEY CONTRACTS

Every Airline Company in airline industry should be committed to implement the key contracts according to their ability, otherwise it will create huge amount of loss. US-Bangla Airline involved 8 million dollars of contracts and also have large amount of backlogs with tight and close deadlines. Sometimes new development programs are involved with many complex design and technologies, and most of the time these are unproven or untested. So companies like US-Bangla Airline may face technological challenges and also some other problems such as delays, setbacks etc. Sometimes delays might result the termination of contracts and for this losses may occur.



The rising commitments of companies to give guarantee a certain level of performance then a higher risk may arise about the performance level is not achieved. In airline industry this is even tougher because companies need work in a highly competitive environment where companies accept more challenging guarantees about performance and availability. When US-Bangla Airline may failure to delivery any major program and relating to quality as well as technical standards within the budgets then these can command many important negative consequences such as – termination order, imposition of penalties, loss of orders etc, and all these may affect not only the financial performance but also the brand value of US-Bangla Airline or any other airlines companies.

For example it is necessary to mention that in December 2018 US-Bangla Airline was refused to provide their cargo service for one of the largest buying house named as “H&M Company” because of the performance issues with the engines of their aircraft.

So we can say that a free business culture may ambitious but realistic or objective targets and a potential focus is essential to relieve these risks of the project management.

In aviation industry,US-Bangla Airline or any other airlines may face the inability to perform key contracts but they should take necessary steps to solve this type of problem.

4.7: COMPLIANCE WITH A WIDE RANGE OF REGULATIONS AND RESTRICTIONS

In aviation industry companies need to follow many laws and regulations which are related with the reward, performance and administration of contracts, especiallyfor the government contracts. Companies face various regulations and laws relating with the export of products & services and also the use of technology. If companies fail to follow any of rules regulations then it may cause some terrible consequences like imposition of penalties and fines, mitigation of the whole contract, suspension from bidding, criminal or civil investigations.

Some companies work in partnerships with a number of small or non consolidated entities. As these entities ‘have a lower level of control and oversight from their parents groups, so higher risk of fraud as well as corruption may exist.



If US-Bangla Airline or other airline companies operate their business in countries with high level of corruption then it may multiplies the level of corruption and bribery suits. US-Bangla Airline involves in bribery or corruption practices then it may cause some severe consequences such as –cancellation of orders or even blacklisting.

In Airline industry there are some rules and regulations about airline flights, pilot training activities, lighter- than- air-aircraft, obstruction lighting and marking, aircraft design and maintenance, manmade structure heights air traffic control, aviation safety etc. The changes in accounting and revenue recognition standards may also cause risk in aviation industry. The commercial airline industry has to consent with a long list of necessity for aircraft plan, protection, and activities for training pilot and also security regulations so it necessary to set a new accounting and revenue recognition standards.

Aviation company own a series of intellectual property portfolios, consisting of patents, unpatented know -how, data, software, trademarks, copyrights and so forth. They enter into different types of confidentiality agreements with employees and suppliers, but these measures are not always enough to deter the misuse of IP. Besides it is necessary to mention that IP rules are not same for all countries because it varies from country to country. So US-Bangla Airlines should maintain IP rules of Bangladesh & they always try to follow this rule strictly. As a result, companies of aviation industry operating a large number of external or foreign countries & it may help to expose themselves from the breach of IP.

4.8: CAPACITY TO INNOVATE

The demand of passenger is developing gradually and pushing the aviation industry to adopt new technologies and new work process. Because of the protective nature of the industry, it is able to prove that it is obviously a hard race to win. If a company will not able to innovate new service offerings then it will significantly hamper the future growth of their business.

US-Bangla Airline has some technologies to continue their business processes which are become old. So US-Bangla Airline should upgrade their old technologies on a constant basis and also need to adopt development and recent technologies to stay and keep competitive. US-Bangla Airline should give constant focus on the innovations of their service offerings.



Customer always like to choose those airlines which gives them maximum benefit through innovating something new, so to keep customers loyalty constant, it is necessary to adopt new technologies. US-Bangla Airline must have the capacity of product or service innovations, process innovations, marketing innovations, organizational innovations etc. There is a good news, in the supply chain a number of players- from companies such as US-Bangla Airline to suppliers and after market providers-they are already following digital advancements to optimize not only their own but also the business process of their customers such as highly technologically furnished airbus with various advance benefits. Companies should use the advancements in internet of things and digital technologies to offer new services to their customers. Digital technologies will help US-Bangla Airline to improve their performance and efficiency by capturing in-flight data to facilitate predictive maintenance and associated services. When US-Bangla Airline want to support their growth in business then they need to take innovative ways to manage their internal operations and other business processes. Innovations will help US-Bangla Airline and other companies to predict future market direction, to know customers needs clearly, to make early service concept.

A company's highest scope and opportunity to drive both bottom line and top line business result is through investments in research and development or R&D. Moreover, the portfolio of R&D is also one of the basic instruments which help to operate risk with the diversification of investments, so it is possible to say that R&D is a reflection of any company's business strategy. It is noticeable that sometimes US-Bangla Airline may lose international passengers mostly due to flight delays, suspension on some routes and lack of innovative business strategy. Top most airline companies such as Turkish airline, Singapore airline, Air New Zealand, Qatar airways, Emirates etc. are able to gain their success because of their capacity to innovate and R&D is very important to innovate anything.

So for this like as other airlines US-Bangla Airline should have the capacity to innovate by adopting new and digital technologies (such as industrial internet, 3D printing) and new work process through R&D (research and Development).



4.9: FAILURE TO REALIZE THE BENEFITS OF M&AS AND PARTNERSHIPS

M&As (mergers and acquisitions) and partnerships can terminate existing products, technologies, services, customer base etc of any company. Mergers and acquisitions provide some important benefits for any airline company it gives a strong platform and a larger operational base for future, increase prime time departure and frequencies through a subsidiary, saves unit cost, gives the facilities of airport handling, enhance purchasing power, gives finance and administrative set-ups, increases the availability of airport infrastructure facilities, it also expand the market etc. after realizing these benefits Jet Airways and Shara Airlines, Air India and India Airlines are following merger and acquisition and for this they are able to increase their benefits than their previous benefits. Kingfisher Airline acquires Air Deccan to establish market leadership in order to be able to influence the direction of the industry and also achieve pricing power. Partnerships also gives some benefits these are as follows – double marginalization may occur, increase and improve product quality like as increase the frequency of flights between partner airlines hub & airport, increase efficiency etc. even there are some clear benefits to partnerships but entering agreement with other businesses isn't without risks. So it is necessary to say that US-Bangla Airline should properly realize the benefits of mergers and acquisitions, partnership to increase their benefits. Through evaluating new M&A transactions, companies are required to make decisions regarding the value of business opportunities, technologies, other assets and cost of potential liabilities. Poor M&A decisions might result in an overestimate of the earned business, defeat in achieving synergies, not able to keep talent, and also monetary challenges.

4.10: EXPOSURE TO CYBER SECURITY EVENTS

Now-a –days cyber threats are becoming a very serious risk for all the companies' aviation industry. Awareness and concern about threats from cyber security are now growing. For this it is necessary to know how the companies continue their business safely. Today we live in a digital world so hazards and results of cyber attacks are getting elevated for the complexities of the companies mobilized value chain. As the interconnection across the value chain are increasing day by day, so in a company a cyber attack can cascade across the network and also affect the other parts of the value chain.



US-Bangla Airline and other companies regularly exchange many confidential data on specifications, technology, performance of equipment or services for enhancing the collaboration on design, development support. Cyber terrorists want to collect all such valuable data to copy services and also want to undercut prices with a view to perform better than companies in the same industry. In aviation industry flight navigation, flight control, landing and braking, propulsion, information systems etc. all these are managed and operated by electronic systems and safety critical software. As the information are valuable, sensitive and confidential in nature so it is necessary to increase cyber security solutions. As the dependency on internet network is increasing so organized and sophisticated cyber attacks are also increasing. So traditional methods are not enough to prevent advanced malwares and new types of cyber-attacks. In airline industry like as other airline companies US-Bangla Airline pursue big data analytics and also for predictive maintenance, for this cyber breaches increases otherwise the company's trade secrets may steel and passengers will lose their faith from the commitment of airline industry for safeguarding their data. It is necessary to mention that they must costly and sometimes very costly.

In February 2016 US-Bangla Airline experienced a network interruption which causes at least 8 flights cancellation as well as many more delays. Many additional bookings are also missed out because the websites and mobile apps are affected by this issue. For this US-Bangla Airline should establish an information exchange mechanism to share information on cyber security threats.

As a consequence of cybercrimes US-Bangla Airline also face losses because when systems and planes increase then automatically the risk and potential impact of an attack will continue to grow and for this they should take necessary steps to avoid these losses. US-Bangla Airline should develop integrated supply chain management platforms to protect information which is exchanged among the same supply chain. If any part of the integrated supply chain may face cyber attack then the full supply chain network must be affected. It's essential that US-Bangla Airline has a significant focus on implementing a strong IT infrastructure to define their cyberspace from unwanted intruders.



When US-Bangla Airline may able to take necessary steps to make strong and secure systems then it is possible to minimize the risk of the supply chain and the proliferation of standards. US-Bangla Airline should invest in next generation cyber attacks to prevent themselves from advanced cyber attacks & malware, in this way US Bangla must be able to secure its own sensitive information about their capabilities, limitations and weaknesses etc.

As cyber attacks are able to attack any time so US-Bangla Airline should focus on designing enhanced cloud computing solution, operating systems, and virtual machine technologies to protect cyber space from cyber attacks.

4.11: FOREIGN CURRENCY AND COMMODITY PRICE FLUCTUATIONS

A large portion of US-Bangla Airline's revenue flows are acquired from different types of currencies but it may be vulnerable for them because of the fluctuation in currency exchange rates. When US-Bangla Airline collect revenues from their international operations then it might be affected with the foreign currency fluctuation at any time. Home currency and international currency both are included in the revenue of US-Bangla Airline. Receivables, Payables and return on assets which may be controlled or dominated in foreign currencies, these are also affected by currency fluctuation. There are also some raw materials or key commodities like as aluminum, titanium, composites etc which have an important effect on the manufacturing costs and also the benefit of the whole supply chain. These key commodities are also affected by price fluctuations.

Fluctuation in commodity prices can occur and it can lead to issues towards the supply chain. For example it might responsible for late delivery and also increased the failure of probability by some smaller suppliers. When the price of the key commodities increase then manufacturing cost also increase and for this final products or services may also affected. So it may directly affect the profitability of any company. Commodity price fluctuation is a kind of risk and is normally moderated through structured contracts or financial safeguards. When commodity price increases then it might put pressure on the profitability US-Bangla Airline or any other Airlines. US-Bangla Airline provide their flights in Kolkata, New York city, Toronto, Bangkok, Kualalumpur, Singapore and their currencies are respectively Rupees, US dollar, Canadian dollar, Thai baht, Malaysian Ringgit, Singapore dollar.



When these currencies fluctuate then the price of key commodities, the demand of their flights, the price of fuel, the price of technological instrument, transit price and the price of other commodities (such as food for pilots, airhostess , passengers) also fluctuate which may affect US-Bangla Airline positively or negatively. Suppose, suddenly the value of Singapore dollar increases then US-Bangla Airline will get less take in exchange of per Singapore dollar and in this way it will affect US-Bangla Airline negatively, otherwise it may affect positively.

So like as every airlines company US-Bangla Airline may face this type of problem and for this they should become very careful about the fluctuations of foreign currencies and the price of the commodities by taking some careful steps (such as –financial hedges, operational hedges to manage currency risk.)





CHAPTER-5

PROSPECTS OF US-BANGLA AIRLINE

5.1: GENERATES EMPLOYMENT AND WEALTH

The airline industry has a powerful economic impact not only on its own activities but also works as enabler of other industries. Its contribution has direct, indirect and induced impacts, which are related to the total revenues of the airline industry.

❖ **Direct impacts:**

The direct impacts of US-Bangla Airline cover employment and activity within its industry including airline and airport operations, aircraft maintenance, air traffic control & regulation and activities directly serving air passengers such as check –in, baggage handling, on-site retail and catering facilities. The activities of the aerospace manufacturers selling aircraft and components to airlines & related businesses are also some direct impacts of US-Bangla Airline. Worldwide 5 million direct jobs are generated by the airlines industry, whereas 1200 employees' direct jobs are generated by US-Bangla Airline in our country.

❖ **Indirect Impacts:**

The indirect impacts of US-Bangla Airline include employment and activities of suppliers to the airline industry such as jobs related to aviation fuel suppliers, Construction companies which build other facilities, the manufacture of merchandise sold in airport retail outlets and a wide forms of activities in the business services sector like call center, IT firm & accountancy firm etc. 5.8 million indirect jobs are created from the purchases of goods and service in the air transport industry whereas one lac employees are employed by US-Bangla Airline in our country such as job in the energy sector generated through the purchase of aircraft fuel, employment in ICT sector providing computer systems for air transport industry or the workers required to manufacture retail goods.

❖ **Induced Impacts:**

The induced impacts of US-Bangla Airline include spending by those directly or indirectly employed in the US-Bangla Airline which helps jobs in industries such as retail outlets, Companies raising consumer goods and a range of service industries like as banks (Dutch Bangla Bank & Islami Bank), Restaurants (Salsa Catering) etc.



Worldwide 2.7 million induced jobs are generated from employees in the airline industry (direct or indirect) by using their income to purchase goods & services for their own consumption whereas one thousand induced jobs are created by US-Bangla Airline in our country.

5.2: GENERATES WIDER CATALYTIC (SPIN-OFF) BENEFITS

One of the most important economic contributions of airline industry is its impact on the performance of other industries and also as facilitator of their growth. It affects world economy's performance by improving the efficiency of other industries across the whole spectrum of economic activity it is called catalyst or spin-off benefits of airline industry like as US-Bangla Airline. Here we can see some important catalytic or spin –off benefits of US-Bangla Airline:

❖ **Facilitates world trade:**

1. US-Bangla Airline helps countries to participate in global market by increasing access to main market and also allowing the globalization of production.
2. Helps countries to find their comparative advantage in different business sector by specializing in activities learning from different origin.

❖ **Facilitates tourism:**

1. US-Bangla Airline especially helpful for remote and island area.
2. US-Bangla Airline supports jobs of many people in hotel and resort industry & reduce unemployment in Bangladesh.

❖ **Boost productivity:**

1. US-Bangla Airline helps to improve transport links.
2. Helps companies by reducing cost and specializing in areas of comparative advantage.
3. US-Bangla Airline helps companies by making them more efficient.

❖ **Improves the efficiency of the supply chain:**

1. US-Bangla Airline Shorten many industries delivery time as part of their just in time delivery system.
2. Reduce many industries costs.
3. US-Bangla Airline helps industries to deliver their products to clients quickly and reliably.



❖ **Act as a spur to innovation:**

1. US-Bangla Airline helps to increase the collaboration between countries situated in different places of the world by enhancing effective networking.
2. US-Bangla Airline encourages greater spending on research because of good transport infrastructure.

❖ **Provides consumer welfare benefits to individuals:**

1. US-Bangla Airline increases the availability of travel connection.
2. Provides consumer welfare to individuals by considering environmental impacts such as – Air quality, noise, congestion in the vicinity of airport etc.

US-Bangla Airline also works as enabler of investment both into and out of countries or regions. To make it clear here we mentioned some points-

❖ **Helps the development of e-commerce:**

1. US-Bangla Airline helps countries to transport online shopping orders quickly and reliably.
2. Helps companies by allowing products to be stored in large warehouse. In that way it reduce retail and distribution cost.

❖ **Facilities improved stocks management and production techniques:**

US-Bangla Airline helps companies in reducing storage costs by providing on time delivery.

❖ **Facilities the development of the express carrier industry:**

1. US-Bangla Airline helps companies to provide guaranteed and rapid door to door delivery service.
2. Provides logistics support to the companies.

5.3: CONTRIBUTES TO WORLD TRADE

In airline industry air transport work as an important trade facilitator so the air transport of US-Bangla Airline also works as trade facilitator. US-Bangla Airline increases the global reach of companies, helps them to get products to market more quickly and also helps them to become more responsible to fulfill customer needs, so in this way it improves living standards.



To make clearer some important points mentioned below-

❖ **Reduces the barriers of international trade:**

1. Once there was many barriers such as(tax tariff, high cost, trade license , strict rules and regulations of government, Generalized systems of preferences or GSP etc)of doing international business effectively but now it may reduce for the blessing of air transport like US-Bangla Airline.
2. Many bilateral trade barriers have also been removed by the grace of air transport like as US-Bangla Airline

❖ **Increase specialization:**

1. US-Bangla Airline helps companies to be specialized in their activities where they have comparative advantages.
2. US-Bangla Airline helps companies to trade with those countries which are specializing in other goods and services.

❖ **Globalization:**

1. US-Bangla Airline helps companies to establish international operations and foreign subsidiaries.
2. Increases the leading to the homogenization of domestic markets.
3. Increases global brands.
4. Helps to make greater import penetration.

❖ **Technological Advances:**

1. US-Bangla Airline enables companies to market their products globally.
2. Helps companies to liaise with customers and suppliers around the whole world.

❖ **Political developments:**

US bangle Airline helps to increase the number of potential trading partners for the favorable political circumstances.

5.4: STIMULATES TOURISM

One of the most important economic benefits of US-Bangla Airline is its spin –off effects on the other industries, tourism is one of such kind of industry because the transport industry depends on tourism to generate demands for its services while tourism depends on transportation for bringing visitors.



US-Bangla Airline has contributed to a huge expansion in the range of tourist destinations and in this way plays a major role in shaping the scale and diversity of tourism worldwide.

Some 40% of international tourists are now eager to travel by air which is up from 35% in 1990. US-Bangla Airline helps business travelers as well as those on leisure trips or visiting friends and relatives.

The importance of tourism jobs supported by US-Bangla Airline varies for different types of regions. Now –a- day’s tourism becomes an important source of new jobs and the prosperity of tourism is increasing in a number of developing countries.

5.5: AIR TRANSPORT IS A SIGNIFICANT TAX PAYER

The airline industries finance its infrastructure through user charges and also pay taxes to national treasuries. It is therefore, totally misleading to suggest that aviation enjoys tax privileges. US-Bangla Airline pays a fixed amount of money each year to airports and air navigation service providers. This includes specific user charges, such as landing, air navigation and passenger service charges for domestic and international traffic worldwide. The aviation industry pays substantial taxes to local and national authorities around the world via passenger duties, domestic value added taxes (VAT), customs or immigration levies etc. Airline companies pay for all of its infrastructure cost and more through taxes and user charges making a net contribution to public funds in most developed states.

5.6: CONTRIBUTES TO SUSTAINABLE DEVELOPMENT

By supporting and promoting international tourism US Bangle Airline makes a major contribution to sustainable development. Tourism helps to reduce poverty by –

- Generating economic growth.
- Providing employment opportunities
- Increasing tax collection
- Fostering the development and conservation of protected areas and the environment.



After protecting the environment it attracts tourism and then development of tourism industry may happen. For this it is possible to finance the protection of nature and cultural heritage, thereby the benefits of protected areas to the country must increase. The promotion of nature based tourism is an effective lobbying tool which favors nature conservation over non – sustainable agricultural activities. In this way it can increase the sense of ownership and responsibility for natural resources among local communities.

US-Bangla Airline can make significant contribution to sustainable development in many countries but especially in Bangladesh, Nepal, Qatar, America etc. by giving them valuable comparative advantages in attracting international visitors. When eco –tourism may expand then it would become a significant source of revenue and employment.

5.7: PROVIDE ACCESS TO REMOTE AREA

US-Bangla Airline provides access to remote areas because only air transport provides access to remote areas because other types of transports are not able to provide access to remote areas. So US-Bangla Airline helps people to contact with other communities and provide a means for the delivery of essential supplies of remote areas. There are many essential services like as – hospitals, education, post office etc which would not be available for people of remote areas but now all these are available for the people because of the presence of air transport companies like as- US-Bangla Airline.

5.8: DELIVER HUMANITARIAN AID

Airline service play an important role in humanitarian assistance to countries at the time of facing natural disaster, famine, war- through the delivery of cargo, the transfer of refugee or the evacuation of people trapped by natural disasters. Airline Company like US Bangla is particularly important in such situations where access is a great problem. When natural disasters mean that whole communities are cut off then air services like as –US-Bangla Airline can only be delivered rapidly to those in need through airports and air services. Even when the airports are damaged the air transport also plays a vital role in the rapid delivery of medical supplies and also organs for transplantation worldwide.



5.9: CONTRIBUTES TO CONSUMER WELFARE

Substantial consumer welfare and social benefits are mostly depends on travel and tourism. Now I am going to describe it as follows-

- Increase understanding of different cultures and nationalities which increases closer international integration.
- Improving the standard of living by widening choice. Now air Transport Company like as US Bangla is able to provide relatively cheaper and more frequent access to air travel. So it increases the range of potential holiday destinations. Now people are able to get seasonal fruits and vegetables all around the year and also at a reasonable price for the availability of air transport like US Bangla. A large number of overseas visitors have also helped widen the range of leisure and also cultural activities available in many countries.





CHAPTER-6

DEPARTMENTS OF US-BANGLA AIRLINE

6.1: ADMIN & HUMAN RESOURCES

Like each & every airlines US-Bangla Airline need supportive administrative staff for keep running the airline's day to day operational activities. These operational activities can smoothly operate for some supportive personnel/Position such as secretaries, data entry workers, receptionist, communication & personal relation specialist. Also needs the position of human resources department who helps in hiring, labor relation issues, training & termination of employee.

6.2: ADMIN TAILOR DEPARTMENT

It is a part of administrative department & it deals with very critical and technical issues in airline industry. Technical & critical issues are very confidential in US- Bangla Airline that's why I could not collect more information about this department.

6.3: AIRPORT SERVICE

Different services are provided in airport by US-Bangla Airline such as-

- Passenger Bus service
- Catering service
- On board refreshment
- Baggage service
- Boarding flight
- Passengers queries to ground staff

Total nos. of manpower for airport service in US-Bangla Airline is 319.

6.4: CATERING SERVICE OFFICE

Food serves to passengers on commercial airline. These meals are preparing in a mega kitchen by special catering service. US-Bangla Airline has their own in-flight hygienic catering service with delicious food. US-Bangla Airline has two catering office one is in Block-C, House-8, Banasree, Dhaka and another is in HSIA.



Meals vary in quality & quantity across different classes of travel & flight schedule of US-Bangla Airline. US-Bangla Airline catering provides simple snacks & beverages in short –haul economy class and gourmet meal in first class long haul.

6.5: CENTRAL RESERVATION

Central Reservation of US Bangla is deals with manage tickets for passenger according to the demand. This department is most important department in US-Bangla Airline remains open 24/7. Central reservation hotline number is 13605. US-Bangla Airline reservation system contains nature of fly such as one way, round trip, multi city etc, airline schedule, fare chart, passenger reservations & ticket records. It monitors all sales counters, agencies and prevents problems in reservation & ticketing.

6.6: COMMERCIAL

Airlines commercial department is different regarding other business because it is service oriented industry. In US-Bangla Airline commercial department plays a vital role in case of import of new aircraft, spare parts, and aircraft components. This department does all documentation like purchase order creates, Proforma invoice collection, letter of credit issue etc. This department also do such kinds of jobs are furnished bellow-

- Negotiates commercial terms for business partners both over the phone and face to face such as airlines, hotels and car hire.
- Negotiate tactical and exclusive offers with our business partners
- Frequent trading calls with our business partners to understand the market and share performance
- Attend international/local trade show.

6.7: CARGO OPERATION

US-Bangla Airline not only carry passenger but also work as cargo carrier. US Bangla cargo stands in the bellies of passenger jet. This department involves in cargo handling operations at airport helps in the preparation of cargo shipments, the loading and unloading of the aircraft and transfer of cargo between the storage facilities and land transport. To smoothly run the cargo operation US-Bangla Airline recruit 3 nos. of employee in the company.



6.8: ENGINEERING WET CLEANER

Aircraft cleaning is a compliance issue for an airline industry. Airline industry is doing routinely clean airplane/aircraft after a flight or at the end of operation. This type of cleaning include the-

- Engine of aircraft
- Insects & liquid inside the aircraft.
- Cabin
- Crew rest area
- Gallery
- Lavatories
- Flight deck
- Catering equipment Runner
- Bar box recesses
- Floor of catering container components
- Sink drain pipes
- Drinking fountain wastes
- Lavatory cupboards etc

6.9: ENGINEERING BATTERY SHOP

This section of US-Bangla Airline is concerned with the maintenance of battery which provides power for essential loads until landing and evacuation during in flight electrical generation failure. In aircraft batteries are use mostly for internal use both technical & general. Battery maintenance is performed in battery shops or by specialist distributors. This section is responsible for the following task such as-

- Battery charging system
- Battery operating temperature
- Types of starting
- Number of starts
- Flight duration
- Ground operation
- Battery technology etc.

These entire tasks are performing by 3 nos. of manpower in US-Bangla Airline.

6.10: ENGINEERING NDT

This engineering section of US Bangla is responsible for detecting cracks and faults in load bearing structures of the aircraft. By using eddy current testing and X-ray testing problems are detecting in the aircraft to prevent any catastrophic failure. One engineer is always remaining busy in US-Bangla Airline for such job.

6.11: ENGINEERING GSE

GSE means ground support equipment in airport & its compulsory need for an aircraft to fly in sky. Each and every airline must arrange GSE before stating an airlines business. Ground support equipments are available on apron/in the terminal. US-Bangla Airline use these equipments for ground power operation, for moving aircrafts, loading & unloading operation of cargo/passengers. US-Bangla Airline is equipped with following GSE such as-

- Aircraft pushback Tractors ,Baggage & cargo Tractors
- Conveyor Belt Loader
- Ground power unit, Water service unit, Lavatory service unit, Air star unit, Air condition unit
- Passenger steps, Main deck loader, Lower deck loaders
- Aircraft maintenance tooling and equipment
- Ambulift, Aircraft heaters, Aircraft towbars
- Cargo dollies, Baggage carts, Airport buses
- Aircraft firefighting, Snow removal equipment
- Rapid intervention vehicles
- Aircraft deicing, Runway deicing etc.

6.12: ENGINEERING STATION MECHANICS

In US-Bangla Airline 5 nos. of mechanical engineer is deployed in station for the purpose of solving electrical and mechanical issues of the aircraft. These engineers are 24/7 remain engage in the replacement of defective and problematic parts of the aircraft according to approved maintenance guideline.



6.13: ENGINEERING PLANNING & RECORD

In this section US-Bangla Airline recruits 7 nos. of engineer. Their function deals in collecting, processing, archiving, safeguarding of aircraft, engines, aircraft components, maintenance records and related updates in the electronic database. The safeguarding and systematized archiving of aircraft maintenance records play a vital role for keeping ongoing value of the asset. These engineer's prepared technical records is used in aircraft phase in and phase out exercise. This record also helps to produces monthly reports to aircraft engine lessors and owners.

6.14: ENGINEERING STORE

It's an inventory process of US-Bangla Airline where aircraft's spare parts are systematically stored. This department holding manpower is 10 nos. in US Bangla. Responsibilities of this department is as follows-

- Prepare requisition of spare components for aircraft.
- Source & procurement of the spare parts & supplies.
- Select repairing organization for aircraft components.
- Follow up components repairing activity.
- In critical situation manage spare components for airplane through lease and loan.
- Receiving new spare parts & make delivery as per requirement.
- Storing each and every goods through maintaining proper inventory system.

6.15: ENGINEERING SUPPORT SHOPS

US-Bangla Airline engage 5 nos. engineer in support shop related duties to avoid any kind of complexity in operating aircraft. Maintenance support shops are an important part of the maintenance & engineering division. These support shop deals in engine, wheel & brake, machine accessory, interior materials, hydraulic pipes, hydraulic valves & coolers, ground power unit, platforms, lift device, welding aircraft parts, cargo loading related system, painting of aircraft etc.



6.16: ENGINEERING SHEET METAL SHOPS

Sheet metal shop in US-Bangla Airline deals with the formation & fittings of metal pieces together flawlessly. In aircraft standard type aluminum sheet metal is used due to its light weight and higher strength. Sheet metal shop deals in metal sheet shearing, punching, cutting, folding, riveting, splicing, and forming according to requirement for the body of the aircraft. For example seat fixture, door structure, Frames for door etc. Sheet metal shop is handling by 2nos. of engineer in US-Bangla Airline.

6.17: ENGINEERING AIRCRAFT CLEANER

In US Bangle Airline well trained aircraft cleaners are available 24/7 for ensuring high standards of sanitation system of the aircraft. They are responsible cleaning inside & outside of the aircraft/airplane in accordance with the standard code of conduct of Bangladesh civil aviation authority.

- Remove maintenance wastage from RAMP
- Ensure sanitation inside and outside of aircraft
- Clean aircraft cockpit & replace headsets
- Clean lavatories and replenish supplies.
- Remove trash from receptacles and seat pockets
- Vacuum floor and wipe down windows, disinfecting restrooms.

6.18: ENGINEERING AEROSPACE

Aerospace engineering section deals in the research and development, testing or maintenance of the aircraft/airplane of US-Bangla Airline. Engineers are give focus on safety of the journey and increase fuel efficiency to reduce operating cost through proper research & development in modernization of airplane. Highly experienced aerospace engineer in US Bangla is involved in recent plane crash investigation to find out clue & reason behind that crash occurred in Kathmandu, Nepal. Duties done in US-Bangla Airline through aerospace engineers are as follows-



- Prepare safety regulations.
- Analyze information to buildup new design.
- Testing aircraft & solve potential problems.
- Assembling control panels, propulsion systems.
- Guiding for requirement of necessary parts and components.

6.19: ENGINEERING AVIONICS

This section of US-Bangla Airline is responsible for the overall electronics systems of Aircraft. Avionics engineer deals with troubleshooting, repairing, replacing & installing avionics equipment as well as the calibration of the equipment.

6.20: ENGINEERING TECHNICAL SERVICES

In this section US-Bangla Airline manages maintenance, repair & overhaul service for aircraft. Services are categories as Airframe, Component, Engineering and Supplementary solution. A few examples of such categories services are furnished bellow-

- Line maintenance, interior rearranges, sheet metal, calibration.
- Fuel and electrical components.
- Fleet management, aircraft integration.
- Interior modification solution

6.21: ENGINEERING QUALITY

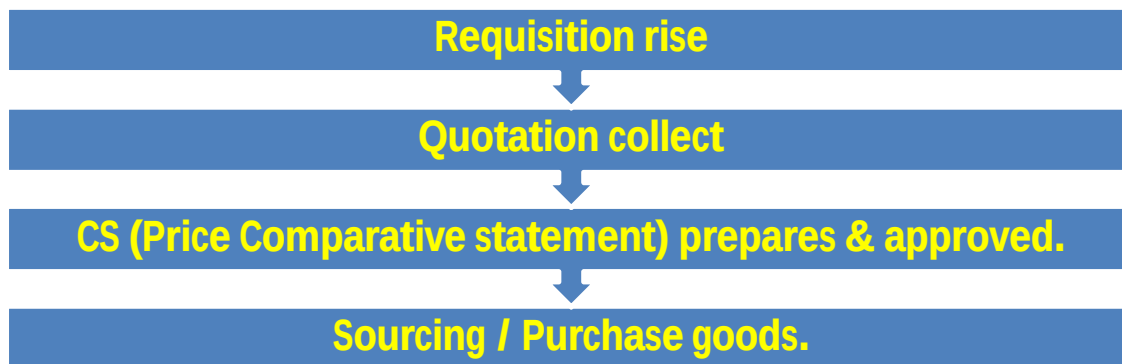
This is the most important department of US-Bangla Airline. Few engineers are engaged in this department to ensure that all operations are performing in accordance with the routine standard & process. Quality checks are done in the bellow mention are such as –

- Flight operation
- Maintenance of aircraft.
- Spare parts & aircraft components
- Software implementation
- Advanced Technology issue.



6.22: TECHNICAL PROCUREMENT

In airline industry a huge quantity of procurement is occur daily for various purpose serve. In airline industry daily needs repair & maintenance to make the aircraft active for better fly. Maintenance is impossible without purchase and procurement. Like every airline InUS-Bangla Airline has a technical procurement department which main purpose is to procure & sourcing the require goods such as spare parts, aircraft components. 3nos. of employee / engineer is engaged in doing such kinds of sourcing. US-Bangla Airline follows a process for procurement & sourcing and respectively this process is as follows-



6.23: FINANCE & ACCOUNTS DIVISION

This section calculating all the financial terms such as Budgeting, costing, profit & losses, fund collection, fund allocation etc. This team of US-Bangla Airline is furnished with highly qualified professional executives. Mr. Mezbahuddin chartered Accounts supervise the team.

6.24: AUDIT & COST CONTROL DIVISION

This department is responsible identifying & reducing business expenses in order to maximize the profit. This department checks all the bills & vouchers before making payment, Budget & costing and all accounts related posting for the purpose of cost minimization & defense of any fraudulent activates. Investigation related tasks also execute by the audit team in US-Bangla Airline. The Managing Director is the chief of this department & he supervised the full audit team. This team is furnished with highly professional members. Reporting is directly forwarded to Managing Director by the audit team.



6.25: TAX & VAT

This department very much sensitive department in each & every organization. US-Bangla Airline is highly tax & vat payer in Bangladesh in private aviation sector. This department always remains alert for calculating vat & tax on each and every bill & transaction of US-Bangla Airline. Two or three tax lawyer is involved in US-Bangla Airline to ensuring fair and efficient taxation measures with respect to their operations. These lawyers help US-Bangla Airline yearly return submit & any other vat –tax related task.

6.26: FLIGHT OPERATION

Flight operation department is most important department in any airlines industry. US Bangla is always concern about this department and give full support to make each flight operation successful. Safety is the main aspect of the flight operation department. Flight operation department main responsibility is to properly communicate with all technical and operational factors like weather, over flight permits, route planning, aircraft performance, airport facilities, aircraft technical condition or fuel requirement etc. Before operating a flight audit & inspections are conducted by trained mechanic, avionics and flight operation inspector. Successful flight operation depends on crew control & flight operation support factors . Crew control can be done through properly maintaining the crew roster and liaise with all the crews. Flight operation support factors are such as Flight dispatch, operation control, navigation, performance, landing& over flight permits. In US-Bangla Airline flight operation department is divided into three parts such as-

- Flight operation Cockpit crew
- Flight operation ground
- Flight operation cabin service

Total manpower of this department in US-Bangla Airline is 196.

6.27: INFORMATION TECHNOLOGY DIVISION

Airline industry uses a variety of application through modernizing existing technology.



Airline business is getting dynamic with the mechanism of developing information and communication technologies. Due to social media & technology customer expectation is increasing so US-Bangla Airline is restructuring their business system through IT innovation and modernization. Due to innovative & modernized information technology helps US-Bangla Airline to establish the following systems. Such as-

- Central Reservation System
- Global Distribution System
- Electronic documentation
- E-Payment system
- Aircraft performance & flight planning optimization
- Crew management by roster system
- Fuel efficiency
- Flight tracking
- Weather update & airspace management data
- Automated telecommunication infrastructure etc.

6.28: SOFTWARE DEVELOPMENT

Airline industry is fully operated by various types of software. This department of US-Bangla Airline deals in the development of existing software as per requirement. To make smooth operation of an airline activity software development is essential. In US Bangla software's are mainly used for the below mentioned task such as –

- Reservation & ticketing systems- management booking, ticketing, passenger application & departure controlling.
- Flight schedule operation- development in scheduling and dispatching management, Documentation, crew management, Flight planning & invoice management.
- Repair & Overhaul- parts procurement system, tracking system auto reminder, purchase management.

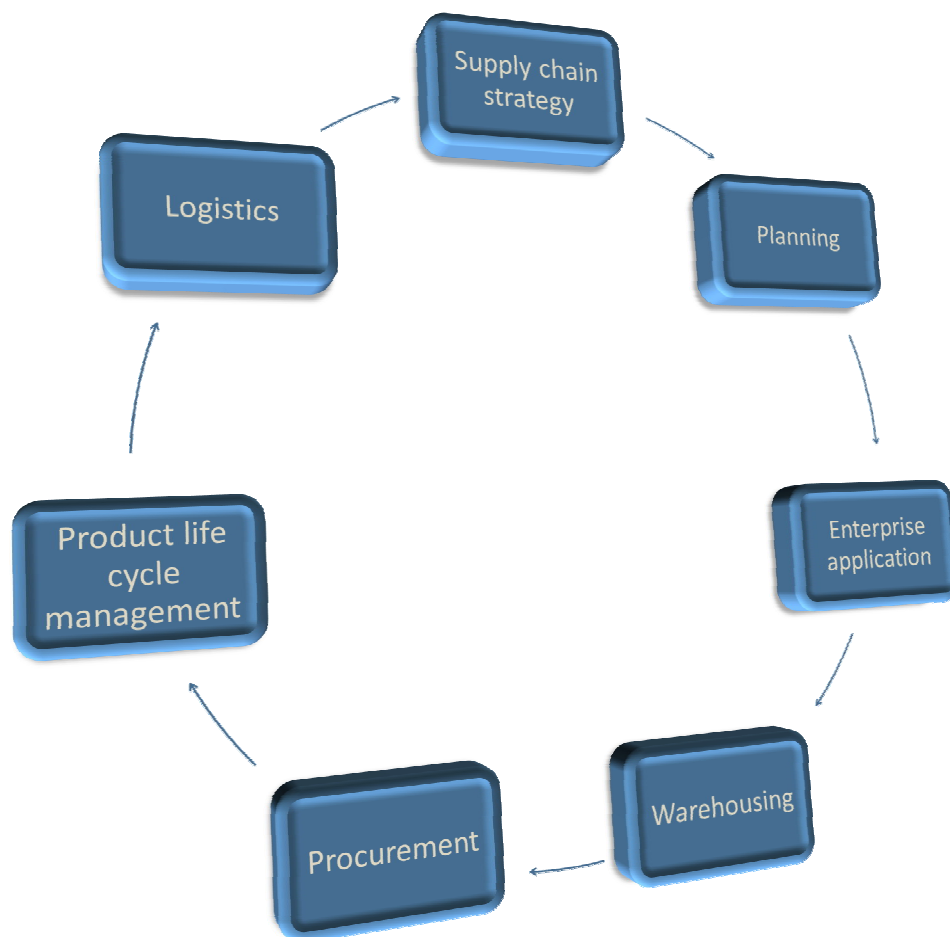


6.29: REVENUE MANAGEMENT

In US-Bangla Airline Revenue management department is too much dynamic & concern about revenue generate. Debit or credit terms are managed by this department. Receivables & payables are handling smoothly through this department.

6.30: SUPPLY CHAIN

In US-Bangla Airline supply chain is maintained both automatically & manually. Supply chain is a process which involved in the production and distribution of products/services to its final destination. US-Bangla Airline follows the bellow mention process in supply chain management-



6.31: SALES & MARKETING

Main objective of this department is to create prospective market to acquire a potential business. This department promotes US-Bangla Airline to potential different businesses by market analysis. Sales & marketing is done through different zone inside or outside the country. Mr. Imran Asif is core person for this department.

6.32: SECURITY STATION

Ensure passenger safety in the airport and in the aircraft is main moto of the security station of US-Bangla Airline. Security station is arranged with local police force, security service agency, Dog squad & close circuit camera in the sensitive area of the airport/aircraft to avoid plane hijacking, terrorist attack, bombing and any kind of unlawful interference threats. To ensure secured journey US Banagla Airline authority use their security arrangement beside the airport security system by applying many instrument such as –

- Metal detector
- X-Ray machine
- Explosive trace detection portal machine
- Chromatography.
- Backscatter X-Ray
- Compton scattering etc.

US Bangla security station is situated in every airport from where they operate flight schedule.





CHAPTER -7

SWOT ANALYSIS OF US-BANGLA AIRLINE.

SWOT analysis is an indication of company's strength, weakness, opportunities and threats. These particulars are measuring the future of any company. So as part of my internship report I have done SWOT analysis of US-Bangla Airline as follows-

7.1: STRENGTH OF US-BANGLA AIRLINE

1. The occupational and expertise employees are obviously a strong strength of US-Bangla Airline to command the operational activities of the airline company. In this sort of private airline sector the utilization of skilled manpower is great strength for the development of future business. Proper manpower utilization skill helps US-Bangla Airline to run their business without any hindrances.
2. Huge number of sophisticated and modern equipped fleet of aircrafts after Biman Bangladesh Airline. The glass cockpit panel and auto features of pilot & GPWS alert system is make able the US-Bangla Airline's aircraft sophisticated. To ensure the best service to its passengers all cabin are well decorated.
3. The automation in sales and ticketing service of this company which are provided on time with every attractive facility including flight ticketing outlets through which an airline company operates.
4. The hygienic flight catering services to provide hygienic food to passengers.

7.2: WEAKNESS OF US-BANGLA AIRLINE

1. The major weakness of this company which is found is the insufficient flight operation in all flight routes. As the flights are not sufficient so, maintenance and inspection of the flights are not exercised in a proper forms of category.
2. Maintenance & Overhauling is done infrequently due to high cost.
3. Regular passengers often face complicity of missing their flight due to excessive flight operation with the limited nos. of aircraft which creates negative impression of the passengers about this company.



7.3: OPPORTUNITIES OF US-BANGLA AIRLINE

1. US-Bangla Airline is able to cover around 50% of domestic flight market share by assuring every domestic flight all over the country.
2. US-Bangla Airline can create a big market of flight schedule both domestically & internationally based on returning local residents, labor traffic, business travelers, tourist and medical purposes.
3. There is a great chance for US-Bangla Airline to create a big market for cargo business besides the passengers trafficking by carrying RMG products & any perishable products.
4. It also can create a market for courier service through using aircraft like DHL courier service.

7.4: THREATS OF US-BANGLA AIRLINE

1. Many private organizations are entering into this business sector which can reduce US-Bangla Airline passenger & profits.
2. Huge maintenance cost due to spare parts & components are imported from abroad.
3. High price for their service can reduce the demand at flying with US-Bangla Airline.





CHAPTER-08

FINDINGS & RECOMMENDATIONS

8.1: FINDINGS & ANALYSIS

- From the interview it is possible to know that US-Bangla Airline face problem for the volatility in the geopolitical and economic environment.
- From the interview it is possible to know that in US-Bangla Airline there are some political causes that affected this company and the important political causes are as follows – war, terrorism, outbreak of diseases.
- From the interview it is possible to know that US-Bangla Airline has some direct impacts for the volatility in economic environment & the direct impacts are –fuel cost, funding, investment.
- From the interview it is possible to know that US-Bangla Airline has some factors that affect it's aviation demand and the factors are as follows-income per capita, ticket prices, economic development, economic trend, population, exchange rate.
- From the interview it is possible to know that US-Bangla Airline follow effective supply chain.
- After completing interview it is possible to know that US-Bangla Airline often faces problem for managing their supply chain.
- From the interview we know that US-Bangla Airline has some factors which are important to manage the supply chain effectively. The important factors are maintaining high quality, weeping cost controlled, timely delivery of services.
- From interview it is possible to know that management of demand, communication, integration, collaboration, are the components of US-Bangla Airline supply chain management.
- From the interview it is possible to know that the big domestic competitors of US-Bangla Airline are –Novo Air, Regent Airways.
- From the interview it is possible to know that US-Bangla Airline also face other competitors except airline companies such as –road transport companies, Railway companies.



- From the interview it is possible to know that emirates also act as US-Bangla Airline's international competitor.
- From the interview I am able to know that Dhaka –Chittagong is such a domestic flight route which may able to give more market opportunities for US-Bangla Airline.
- From the interview it is possible to know that US-Bangla Airline able to experience local laws, rules, regulations, business practice.
- From the interview it is possible to know that US-Bangla Airline able to give attractive salary, compensation and other benefits to its employees because US-Bangla Airline believe that attractive compensation, salary etc may motivate its employees to give best performance.
- From the interview it is possible to know that US-Bangla Airline often face problems for the compliance of wide rules & regulations.
- From the interview it is possible to know that US-Bangla Airline follows some rules and regulations mostly such as – airline flights, pilot training, obstruction fighting & marking, Air traffic control, aviation safety.
- From the interview it is possible to know that US-Bangla Airline able to follow the IP rules of Bangladesh.
- From the interview it is possible to know that US-Bangla Airline take proper research and development for its long term stability & also for future growth.
- From the interview it is possible to know that US-Bangla Airline has some innovations which are exist largely in this company. The innovations are – service innovation, process innovation, marketing innovation, organizational innovation.
- From the interview it is possible to know that the innovations of US-Bangla Airline able to help the company by predicting future direction of market, by knowing customer's needs clearly by making early service concept.
-



- From the interview I am able to know that US-Bangla Airline recently not interested about mergers & Acquisitions but in future there is no guarantee that they will not interested about “mergers & acquisitions”
- From the interview it is possible to know that US-Bangla Airline believes that internet is responsible for its cyber-attacks.
- From the interview it is possible to know that US-Bangla Airline should take strong IT infrastructure to avoid its cyber attacks.
- From the interview I am able to know that sometimes US-Bangla Airline face problems for the fluctuation of foreign currency and commodity prices, because US-Bangla Airline provides international service also.
- From the interview it is possible to know that US-Bangla Airline face some fluctuations for currency fluctuations and these are –the price of commodities, the demand of flights, the price of fuel, the price of technological instrument.
- From the interview it is possible to know that US-Bangla Airline has enough ability to perform their key contracts.
- From the interview it is possible to know that US-Bangla Airline has enough ability to perform their key contracts. So it will be able to increase the company’s brand value.
- From the interview it is possible to know that US-Bangla Airline face problems for environmental changes.
- From the interview it is possible to know that US-Bangla Airline able to generate enough employment and wealth.
- From the interview it is possible to know that US-Bangla Airline has direct impacts, indirect impacts, and induced impacts.
- From the interview it is possible to know that US-Bangla Airline able to generate catalytic benefits.



- From the interview I am able to know about the important catalytic benefits of US-Bangla Airline are as follows-facilitates world trade, tourism, boost productivity, improve the efficiency of the supply chain, act as spur to innovations, provides consumer welfare benefits to individuals.
- From the interview I am able to know that US-Bangla Airline works as enabler of investment both into and out of countries by helping the development of e-commerce, by improving the stock management and production, by developing the express carrier industry, by contributing to world trade.
- From the interview it is possible to know that US-Bangla Airline able reduce the barrier of international trade.
- From the interview it is possible to know that US-Bangla Airline able to increase specialization.
- From the interview it is possible to know that US-Bangla Airline able to follow globalization.
- From the interview I am able to know that technological advances and political developments are exists in US-Bangla Airline.
- From the interview I am able to know that US-Bangla Airline stimulates tourism.
- From the interview I am able to know that US-Bangla Airline act as a significant tax payer.
- From the interview I am able to know that VAT, Immigration levies, taxes to local or national authorities are some special types of taxes which are paid by US-Bangla Airline.
- From the interview I am able to know that US-Bangla Airline able to contribute to sustainable development.



- From the interview I am able to know that US-Bangla Airline able to provide access to remote areas.
- From the interview I am able to know that US-Bangla Airline able to deliver humanitarian aid.
- From the interview I am able to know that US-Bangla Airline able to contribute to consumer welfare.



8.2: RECOMMENDATIONS:

At the time of my internship in US-Bangla Airline able to find that it's a shining company in the airline industry. I am so glad to find the opportunity to stay with the rules, regulations, guidance & the overall working environment of this company from the very beginning. Its sincerity, reliability, punctuality, integrity, morality etc are able to make its strongest position in airline industry. The industry of the employees is also very essential for its high level of reputation. I think that some suggestions & recommendations may help to increase the future better of this company in the following aspects-

- To reduce environmental pollution & barrier US-Bangla Airline should develop the fuel consumption procedure which will emit less carbon die oxide to the air.
- Volatility in geopolitical and economic environment can be reducing through maintaining proper liaison withgovernment and international institution. This liaison will relax the rules & regulations of government for aviation business.
- Supply chain management can be effective by taking right & dynamic decision in business strategy, tactical & operational activities. A good liaison should be maintained in the components of supply chain management such as demand, communication, integration & collaboration.
- US-Bangla Airline should try to minimize the price of their tickets with quality service from other competitors with a view to reduce competition by attracting customers.US-Bangla Airline should increase its publication of advertisement through online, television, radio, newspaper etc and other promotional activities to increase its competitive power in aviation industry.
- US-Bangla airlines must need to retain and hire the skilled and qualified personnel which are necessary and important to perform the critical processes of their business. To managing & retaining talent US Bangla should develop leadership & motivation program & give actual compensation and benefit to the talented personnel.
- US-Bangla Airline should positively obey any restrictions & regulations imposed by local & international government. They should give opinion/suggestion to the government for imposing business friendly restrictions& regulations.



- US-Bangla Airline must have the capacity of product or service innovations, process innovations, marketing innovations, organizational innovations by adopting new technologies and keep regularity in R&D.
- To create strong platform & larger operational base in future US-Bangla Airline should be aware about the merger & acquisition.
- As cyber-attacks are able to attack any time so US-Bangla Airline should focus on designing enhanced cloud computing solutions, operating systems, virtual machine technologies to protect cyber space from cyber attacks.
- US-Bangla Airline should become very careful about the fluctuations of foreign currencies and the price of the commodities by taking some careful steps such as – financial hedges, operational hedges to manage currency risk.
- US-Bangla Airline should increase its flight schedule both domestically & internationally.
- US-Bangla Airline should give new and special offers to its customers according to customer demand.
- More training is needed for the customer relationship management team to prevent miscommunication with the customers and it will help more engagement of customer to this company.
- All employees should utilize their efforts & efficiency effectively to increase company reputation.



CONCLUSION

US-Bangla Airline is the leading airline industry in Bangladesh after the Biman Bangladesh Airline. In this report I have discussed the problems & prospects of US-Bangla Airline. By analyzing the company's operating activities I gathered a big knowledge about their problems & prospects for running the aviation business. Problems are rising day by day in airline industry due to high competition. These problems are developing the management view of how to overcome or adjust these types of problem to smoothly run the airline business. Through research and development solutions are created for the aroused problems. Problems are basically creates when US-Bangla Airline fails in compliance with political & economic environment, competition, supply chain, cyber security, abnormal price fluctuation etc. Problems in airline industry are variable & solutions are very costly that's why commercial private airline companies are winding up their business slowly. Through research & development aroused problems are removing continuously in US-Bangla Airline which makes the company a leader in aviation business.

Prospects & opportunities are creating time to time in US-Bangla Airline. Prospects are creating to offset the aroused problems in US-Bangla Airline. More the problems aroused more the prospects are creating by research & development team. Initiative for reopening the Isshordi Airport can be a geat prospect of US-Bangla Airline. Prospect increases the numbers & types of services in US Bangla which in turn generate more revenue.US-Bangla Airline can recruit efficient & experienced employee s to build uptheir operational structure for the purpose of inventing new prospects. If US-Bangla Airline can reform themselves in comparison with international airline company then they can took the leading power of airline business control of the country, earn more profit and then Bangladesh economy will grow up.

So Problems & prospects are complementary to each other in US-Bangla Airline.



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APPENDIX

Questionnaire

1. Does your company face any problem due to volatility in the geopolitical and economic environment?
 - a. Yes
 - b. No
2. If yes,

Are the following political causes affected your company?
 - a. War
 - b. Terrorism
 - c. Outbreak of diseases
 - d. All of them
3. What are the direct impacts for the volatility in economic environment?
 - a. Fuel cost
 - b. funding
 - c. Investment
 - d. All of them
4. What factors are able to affect the aviation demand?
 - a. Income per capita
 - b. Ticket prices
 - c. Economic development
 - d. economic trend
 - e. Population
 - f. Exchange rate
 - g. None of the above
 - h. All of the above



5. Does your company follow any effective supply chain?

a. Yes

b. No

6. If yes,

Does your company face any problem for managing the supplychain?

a. Yes

b. No

7. If yes,

Which factors are important to manage the supply chain effectively?

a. Maintaining high quality

b. Keeping cost controlled

c. Timely delivery of service

d. All of them

8. What are the components of your company's supply chain management?

a. Management of demand

b. Communication

c. Integration

d. Collaboration

e. All of the above

9. Who are the big competitors for your company domestically?

a. Novo Air

b. Regent Airways

c. Any other



10. Do you think that your company also faces other competitors except airline companies?
- a. Road transportation companies
 - b. Railway companies
 - c. Both of them
 - d. none of them
11. Do you think that “Emirates” may act as your company’s international competitor?
- a. Yes
 - b. No
12. What do you think that which domestic flight route may be able to give more market opportunities for your company?
- a. Dhaka – Chittagong
 - b. Dhaka – Sylhet
 - c. Dhaka – Rajshahi
 - d. Dhaka – Barisal
 - e. Dhaka – Cox bazaar
 - f. Dhaka – Saidpur
13. Do your company able to experience local laws, rules, regulations, business practices?
- a. Yes
 - b. No
14. Do your company able to give attractive salary, compensation and other benefits to its employees?
- b. Yes
 - c. No



15. Does your company face any problem for the compliance of wide range of rules and regulations?

- a. Yes
- b. No

16.If yes,

Which rules and regulations are followed by your company mostly?

- a. Airline flights
- b. Pilot training activities
- c. Obstruction lighting and marking
- d. Air traffic control
- e. Aviation safety
- f. All of the above

17. Does your company follow the IP rules of BD?

- a. Yes
- b. No

18.Do you think that your company should take proper Research and Development for future growth?

- a. Yes
- b. No

19.Which innovations are exists in your company?

- a. Service innovations
- b. Process innovations
- c. marketing innovations
- d. Organizational innovations
- e. All of the above.

20.How can innovations help your company?

- a. By predicting future direction of market
- b. By knowing customers' needs clearly
- c. By making early service concept
- d. All of the above



21. Do your company interested about " Merger and Acquisitions"?

- a. Yes
- b. No

22. Do you think that Internet is responsible for your company's cyber attacks?

- a. Yes
- b. No

23. Do you think that your company should take strong IT- infrastructure to avoid cyber attacks?

- a. Yes
- b. No

24. Does your company face any problem for the fluctuation of foreign currency and commodity price?

- a. Yes
- b. No

25. If yes,

Are the following fluctuations occurring for currency fluctuations?

The price of key commodities

- a. The demand of flights
- b. The price of fuel
- c. The price of technological instrument
- d. All of them

26. Does your company have the enough ability to perform the key contracts?

- a. Yes always.
- b. Not always.

27. If yes,

Is it affecting your company's brand value?

- a. Yes
- b. No



28. Does your company face any problem for environmental changes?
- a. Yes
 - b. No
29. Do you think that your company able to generate employment and wealth?
- a. Yes
 - b. No
30. What type of impacts is exists in your company?
- a. Direct impacts
 - b. Indirect impacts
 - c. Induced impacts
 - d. All of the above
31. Do you think that your company able to generate ideal catalytic benefits?
- a. Yes
 - b. No
32. What are the important catalytic benefits of your company?
- a. Facilitates world trade
 - b. Facilitates tourism
 - c. Boosts productivity
 - d. Improve the efficiency of the supply chain
 - e. Acts as spur to innovation
 - f. Provides consumer welfare benefits to individuals
 - g. All of the above.
33. How your company works as enabler of investment both into and out of countries?
- a. By helping the development of e-commerce
 - b. By improving stock management and production
 - c. By developing the express carrier industry
 - d. By contributing to world trade
 - e. All of the above
34. Do your company able to reduce the barriers of international trade?
- a. Yes
 - b. No

35.Does your company increase specialization?

- a. Yes
- b. No

36.Does your company follow globalization?

- a. Yes
- b. No

37.Technological advances and political developments are exists in your company to help other companies?

- a. Yes
- b. No

38.Does your company stimulate tourism?

- a. Yes
- b. No

39.Do you think that your company acts as a significant tax payer?

- a. Yes
- b. No

40.What types of taxes are paid by your company?

- a. VAT (value-added-tax)
- b. Immigration levies
- c. Taxes to local or national authorities
- d. All of the above

41.Do your company able to contribute to sustainable development?

- a. Yes
- b. No

42.Do your company able to provide access to remote areas?

- a. Yes
- b. No

43.Do your company able to deliver humanitarian aid?

- a. Yes
- b. No



44. Do your company able to contribute to consumer welfare?

- a. Yes
- b. No

