



**FACULTY OF BUSINESS AND MANAGEMENT BACHELOR OF BUSINESS
ADMINISTRATION (HONS) FINANCE**

INTERNSHIP (MGT666)

**INTERNSHIP REPORT ON FINANCIAL PERFORMANCE AND ANALYZING FOR
MALAYSIA AVIATION GROUP**



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SUBMISSION:

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Tajuk Laporan	SWOT ANALYSIS: MALAYSIA AVIATION GROUP	Nama Syarikat	MALAYSIA AVIATION GROUP

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Yang Benar

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Assistant Manager
Bank & Cash Services
.....

Nama Pegawai :

Jawatan :

No. Tel. :

No. Faks :

MALAYSIA AVIATION GROUP BERHAD
(955566-U)

Cop jabatan/organisasi:

EXECUTIVE SUMMARY

This internship report summarizes my experience and learning at Malaysia Aviation Group (MAG) which is situated at Citta Mall, Ara Damansara. MAG is a leading aviation conglomerate based in Malaysia, serving as the parent company for various airlines and aviation-related businesses, including its flagship carrier, Malaysia Airlines. Established to streamline operations, MAG oversees domestic and international flights while also managing subsidiaries that provide crucial services such as maintenance, ground handling, and aviation training.

During my internship at MAG which spanned from 15th of August 2024 to 30th of January 2025 (24 weeks), I had the opportunity to work from home 4 days a week due to the company's flexible remote work policy. In this setting, I was assigned to the finance department where I engaged in various projects that allowed me to apply the theories I learned in my academic studies to real-world financial practices. My responsibilities included conducting bank reconciliations using the S4HANA system, managing accounts receivable cash sales to gain insights into cash flow management, and overseeing payment confirmations to ensure timely processing of financial obligations. I utilized tools such as Microsoft Teams for meetings and communication, which allowed me to stay connected with my team and maintain productivity.

Collaborating with different departments helped me develop a deeper understanding of the organization's operations and strengthened my communication skills. This experience not only enriched my technical abilities but also promoted personal development in areas such as task prioritization and adaptability in a dynamic work environment.

Overall, I had a remarkable opportunity for professional growth and skill enhancement in the corporate finance sector. My internship was an invaluable learning experience that equipped me with practical insights into the finance industry and prepared me for future career endeavours.

(286 words)

TABLE OF CONTENT

EXECUTIVE SUMMARY.....	2
TABLE OF CONTENT	3
ACKNOWLEDGMENT	4
1.0 STUDENT’S PROFILE	5
2.0 COMPANY’S PROFILE.....	7
2.1 COMPANY’S BACKGROUND	7
2.2 VISION, PURPOSE STATEMENT & SIX CULTURE BELIEFS	10
2.2.1 Vision	10
2.2.2 Statement of Purpose	10
2.2.3 Six Culture Beliefs	11
2.3 ORGANIZATIONAL STRUCTURE	12
2.4 BRANDS & SERVICES.....	13
2.4.1 Airlines Business.....	13
2.4.2 Aviation Services.....	14
2.4.3 Loyalty & Travel Services	14
3.0 TRAINING’S REFLECTION	15
4.0 SWOT ANALYSIS	17
5.0 DISCUSSION & RECOMMENDATION.....	18
5.1 STRENGTH.....	18
5.1.1 Financial Stability	18
5.1.2 Established Brand Reputation	19
5.2 WEAKNESS	20
5.2.1 Workforce Challenges	20
5.2.2 Insufficient Workspace or Office Infrastructure.....	21
5.3 OPPORTUNITIES	23
5.3.1 Strategic Benefits from OneWorld Alliance.....	23
5.3.2 Expansion of International Routes	24
5.4 THREATS	25
5.4.1 Intense competition	25
5.4.2 Rising Fuel Costs	26
6.0 CONCLUSION	28
REFERENCES.....	29
APPENDICES.....	32

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In the name of Allah, the Most Gracious. First and foremost, I would want to thank Allah (SWT) and his beloved Prophet Muhammad (SAW) from the bottom of my heart for allowing me to have His blessing and permission so that I could successfully do this assignment with complete focus and diligence.

I want to thank and appreciate everyone, especially the one who provided us with guidance for this task, my advisor, Dr. Siti Nurul Akma binti Ahmad, for her understanding, support, and advice while I prepared and finished this report. Words cannot adequately express how grateful I am for her tireless support and dedication in giving up her valuable time to help me finish this task.

My heartfelt thanks extend to my family, especially my sister, Nur Alia binti Ghazat, whose constant support, ideas, and resources have been a pillar of strength throughout this process. Their encouragement and belief in me have been invaluable.

Next, I would like to appreciate my close friends and every one of my classmates who regularly collaborate diligently to finish a respectable report with all due consideration and accountability. They frequently provide feedback and suggestions so I may significantly improve my assignment.

I am extremely grateful to my supervisor, Puan Kamisah binti Bujang and the employees of Malaysia Aviation Group, particularly my colleagues in the finance and treasury departments for their advice, support, and collaboration throughout my internship. Their contributions have greatly improved my educational experience and career growth.

I am profoundly thankful for the opportunity to learn and grow in such a supportive academic and professional environment.

1.0 STUDENT'S PROFILE



NUR ANISAH BINTI GHAZAT

Bachelor of Business Administration (Hons.) Finance

PERSONAL SUMMARY

As a Bachelor of Business Administration (Hons.) in Finance, I am a committed Finance student who possesses a strong academic background and true passion for the field of finance. With my coursework in financial management, investment analysis, and risk management, I have the theoretical understanding and analytical skills to make a valuable contribution to your team. Eager to contribute effectively, I seek an internship position from August 2024 to January 2025 to further develop personal, professional skills and contribute to your organization's success.

EDUCATION

Universiti Teknologi MARA, UiTM, Kampus Bandaraya Melaka	Melaka
Bachelor of Business Administration (Hons.) Finance, Current CGPA: 3.43	2022 - Current
Universiti Teknologi MARA, UiTM, Kampus Alor Gajah	Melaka
Diploma in Accountancy, CGPA: 3.16	2018 - 2021

WORK EXPERIENCES

- Shopee Seller** Apr 2021 – Sep 2021
Self-employed
 - Managed all financial transactions, including payment collection, order verification, and online record keeping.
 - Resolved customer queries and complaints by offering detailed product information.
 - Monitored inventory and updated listings.
 - Implemented marketing strategies to attract and maintain customers.
 - Analyzed sales data to identify trends and improve performance.
- Giant, Nilai** May 2018 – June 2018
Promoter (Part-Time)
 - Managed cash transactions and processed payments accurately.
 - Provided excellent customer service by addressing inquiries, resolving issues, and handling returns.
 - Regularly monitored inventory and carried out routine stock checks to ensure sufficient stock availability.
 - Maintained cleanliness and organization of the booth to attract customers and promote sales.

AWARDS AND ACHIEVEMENTS

- Obtained 2 Dean's List Award, UiTM Bandaraya Melaka 2024
- Quarter-finalist, Women's Doubles Ping Pong, Sukan Antara Program 2024 2024
- Silver Award in International Teaching Aid Competition 2023 (iTAC 2023) 2023
- Achieved top 10 in the COVID-19 themed entrepreneurship program by the Faculty of Business and Management 2020
- Achieved top 3 placement with sales reaching RM1,000 in Impresio Event organized by the Faculty of Accounting 2019
- Achieved top 10 position through the creation of the innovative study board in the Innovative Program 2019

INVOLVEMENTS (UiTM, KAMPUS BANDARAYA MELAKA)

- Participant, International Teaching Aid Competition 2024 (iTAC 2024)
- Participant, International Teaching Aid Competition 2023 (iTAC 2023)

- Participant, A Day in The Life of Financial Analyst
- E – Usahawan Course (Level 1 – Go Digital)
- MASMED Young Entrepreneur (Myent)
- Industrial Talk: What to Expect in Derivatives Market
- Webinar Social Etiquettes & Dining Manners
- Committee Member, Professional Image in Hospitality Industry Program, CEO Grand Swill-Belhotel Melaka
- Secretary, Technical Analysis Webinar – Candlestick and 5 Most Used Indicators by CGS – CIMB
- Newscaster Certification of Participation
- Webinar: Invest Like a Pro – Technical Approach to Investing by RHB Group
- Seminar Traders & Investors Day in Melaka by CGS – CIMB
- Program Leader, Financial Ratio Webinar – What We Are Looking For

SKILLS AND LANGUAGES

Technical Skills : Microsoft Office (Excel, Word, PowerPoint), Chart Nexus Software, Canva
Soft Skills : Communication, Critical Thinking, Adaptability, Problem Solving, Teamwork
Languages : **Malay (Native)**: Full Professional Proficiency
English: Professional Working Proficiency
Arabic: Basic

REFERENCES

1. Ms Nurhaslinda binti Hashim
 Senior Lecturer (Finance)
 Faculty of Business & Management
 UiTM Kampus Bandaraya Melaka

2. Mr Amirudin Bin Mohd Nor
 Senior Lecturer (Finance)
 Faculty of Business and Management
 UiTM Kampus Bandaraya Melaka

Figure 1: Student's CV profile

2.0 COMPANY'S PROFILE

2.1 COMPANY'S BACKGROUND



Figure 2: MAG Logo

The Malaysia Aviation Group (MAG) is a prominent aviation conglomerate based in Malaysia. It serves as the parent company for various airlines and aviation-related businesses within the country. MAG was established to consolidate and streamline the operations of Malaysia's national carrier, Malaysia Airlines, and its subsidiaries.

Malaysia Airlines, the flagship carrier, operates domestic and international flights, catering to both leisure and business travellers. The airline has a long history and is known for its commitment to safety, service, and connectivity.

In addition to Malaysia Airlines, MAG oversees other subsidiaries and entities involved in aviation services, including aircraft maintenance, repair, and overhaul (MRO) services, ground handling, and aviation training. These subsidiaries play crucial roles in supporting Malaysia's aviation industry and contribute to the overall growth and development of the sector.

MAG is committed to maintaining Malaysia's position as a key player in the global aviation market while also ensuring the sustainability and competitiveness of its aviation businesses. Through strategic partnerships, investments in technology, and a focus on customer satisfaction, MAG continues to evolve and adapt to the changing landscape of the aviation industry.



Figure 3: MAG's Head Quarters (South Support Zone)

Company's Name	Malaysia Aviation Group
Location	Malaysia Airlines Berhad Administration Building, South Support Zone, KL International Airport, 64000 Sepang, Selangor
Operation Hour	8:30 am to 5:30 pm, Monday to Friday
No Tel	1-300-88-3000
Websites	www.malaysiaviationgroup.com.my



Figure 4: MAG Town Office

Company's Name	Malaysia Aviation Group
Location	R-01, 3rd Floor Citta Mall, No. 1, Jalan PJU 1a/48, Ara Damansara, 47301 Petaling Jaya, Selangor
Operation Hour	8:30 am to 5:30 pm, Monday to Friday
No Tel	03-843 3000
Websites	www.malaysiaviationgroup.com.my

2.2 VISION, PURPOSE STATEMENT & SIX CULTURE BELIEFS

2.2.1 Vision

To become Asia's Leading Travel and Aviation Services Group

2.2.1.1 Asia

Malaysia is strategically located in Asia. Our commitment is to connect Asia Pacific within itself and to the world.

2.2.1.2 Leading

We want to be known as leaders in providing best-in-class customised experiences and in creative/innovative solutions.

2.2.1.3 Travel

We don't just sell seats. We sell end-to-end travel experiences to our customers from first to last mile.

2.2.1.4 Aviation

Our business is diversified and leverages on Malaysia's strategic advantage to develop a regional aviation hub in MRO, cargo & logistics, ground solutions as well as aviation learning and development.

2.2.1.5 Services

We deliver award-winning services and solutions reflecting Malaysian Hospitality across all cabins and hard products.

2.2.1.6 Group

We are not just an airline. We are a portfolio of businesses that deliver and cater to different needs of our customers.

2.2.2 Statement of Purpose

"Realising Connections, Building Trust and Impacting Lives"

2.2.3 Six Culture Beliefs

2.2.3.1 PEOPLE are our True North

2.2.3.2 Customer is our Centre of Gravity

2.2.3.3 Safety & Security are our DNA

2.2.3.4 SUSTAINABILITY is our Mission

2.2.3.5 DIGITAL is our Universe

2.2.3.6 Integrity is our commitment

2.3 ORGANIZATIONAL STRUCTURE

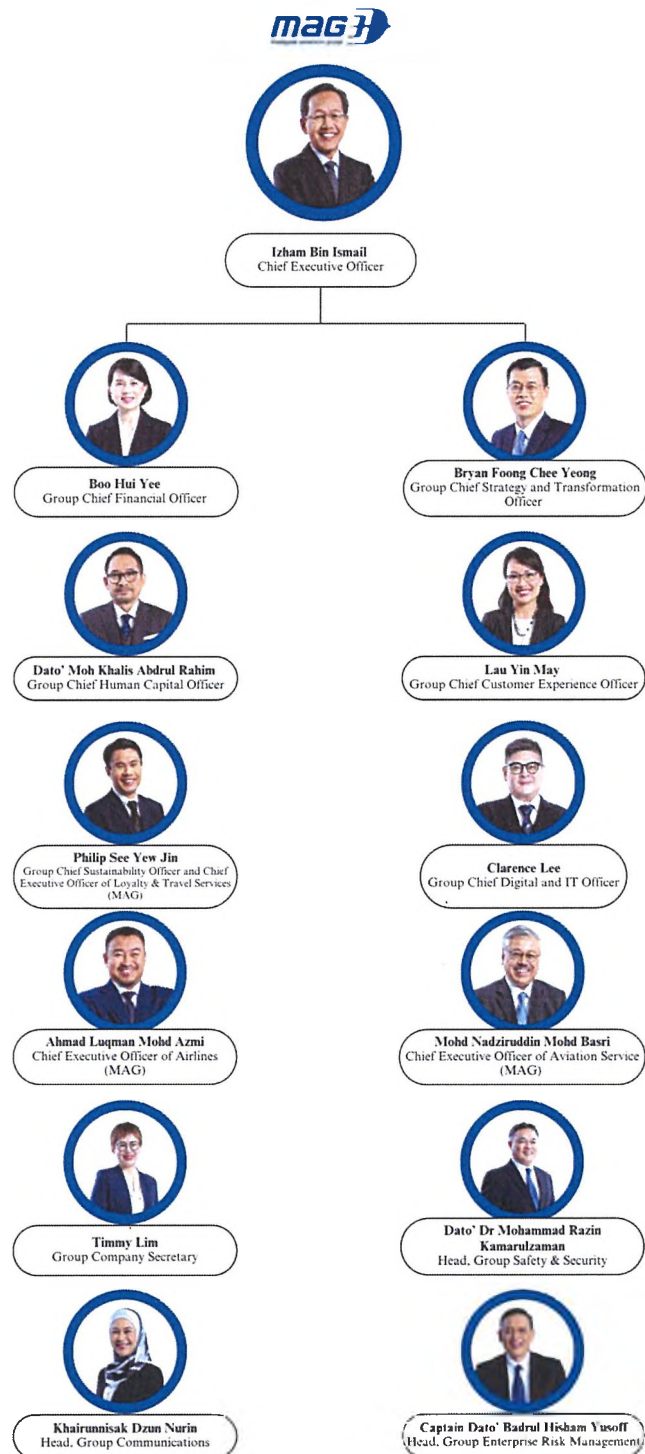


Figure 5: Organizational structure of MAG

2.4 BRANDS & SERVICES

Malaysia Aviation Group (MAG) operates a diverse range of brands and services within the aviation sector, structured into three main business portfolios: Airlines, Loyalty and Travel Solutions (LTS), and Aviation Services.

2.4.1 Airlines Business

2.4.1.1 Malaysia Airlines

As Malaysia's flagship carrier, Malaysia Airlines provides premium services with a focus on exceptional connectivity to over 1,000 destinations in more than 150 countries. The airline focuses on Malaysian hospitality, displaying the country's unique customs and cultures through its in-flight services. It offers both domestic and international flights, catering to a wide range of travellers, from business to leisure.

2.4.1.2 Firefly

Firefly is a regional airline that operates from Penang and Subang hubs, providing point-to-point services to various destinations within Malaysia, as well as Southern Thailand, Singapore, and Sumatra, Indonesia. Its mission is to connect communities by overcoming geographical barriers through accessible air travel.

2.4.1.3 MASwings

MASwings serves as East Malaysia's first commuter airline, focusing on providing affordable air travel solutions within the states of Sarawak and Sabah. The airline aims to ensure safe and reliable rural air services while maintaining operational sustainability, linking remote communities with broader domestic networks.

2.4.1.4 AMAL by Malaysia Airlines

AMAL specializes in pilgrimage travel services for Hajj and Umrah, offering scheduled charter flights primarily to Jeddah and Madinah. This service caters specifically to Muslim travellers from key markets such as Indonesia, China, Pakistan, and parts of Africa.

2.4.2 Aviation Services

2.4.2.1 MASKargo

MASKargo is the cargo division of MAG, offering comprehensive air cargo services including scheduled and chartered freight operations. It provides warehousing, logistics solutions, and cargo terminal operations, utilizing both dedicated freighter services and belly space on passenger flights.

2.4.2.2 AeroDarat Services

AeroDarat is responsible for ground handling services at Kuala Lumpur International Airport and other airports across Malaysia. It provides ramp services, cargo handling, and passenger assistance with a commitment to high-quality service delivery for global airlines.

2.4.2.3 MAB Engineering

MAB Engineering is recognized for its maintenance, repair, and overhaul (MRO) services for aircraft. It supports not only MAG's fleet but also offers line maintenance services for other international carriers operating in Malaysia.

2.4.2.4 MAB Academy

The MAB Academy serves as an educational institution focusing on training for aviation personnel. It provides programs in hospitality and service training for both MAG employees and external clients in the aviation sector.

2.4.3 Loyalty & Travel Services

2.4.3.1 Enrich

Enrich is the loyalty program of Malaysia Airlines that rewards frequent flyers with points redeemable for flights, upgrades, and other travel-related benefits. This program enhances customer retention by incentivizing repeat business.

2.4.3.2 Journify

Journify is an integrated digital platform that offers end-to-end travel solutions, including itinerary planning and lifestyle services. It aims to enhance the overall travel experience by providing users with personalized travel recommendations.

2.4.3.3 MHholidays and Firefly Holidays

These tour operating arms provide packaged holiday solutions that include flights, accommodations, and activities tailored to various customer preferences. They cater to both domestic and international travellers seeking comprehensive travel experiences.

3.0 TRAINING'S REFLECTION

As an internship student at Malaysia Aviation Group for 24 weeks, from 15 August 2024 to 30 January 2025, my journey has been both rewarding and transformative. During this period, I not only improved my knowledge and skills from my studies, but I also obtained invaluable hands-on experience through real-world tasks and challenges. This internship allowed me to focus on important aspects of corporate finance, apply academic concepts to real-world circumstances, and get a deeper understanding of financial operations in a working environment. The experience was enhanced by the company's inclusive beliefs and the provision of extensive guidance, which helped me understand Malaysia Aviation Group's operations, culture, and values.

Once or twice a week, I had the privilege to work from the office, which provided excellent insights into the company's environment and improved my teamwork abilities. During these office visits, I participated in team discussions, received direction from senior colleagues, and developed a deeper understanding of the company's workflow and goals.

During my time at Malaysia Aviation Group, I worked with various kinds of financial systems and tools, which considerably improved my practical understanding of corporate finance. One of my main tasks was to do bank reconciliation utilising the S4HANA system, which included reconciling several bank accounts on a daily, weekly, and monthly basis. This process included ensuring that all transactions were accurately and timely recorded, as well as analysing any discrepancies discovered throughout the reconciliation process. Performing

these reconciliations taught me how to maintain financial integrity and ensure that financial records were consistent and reliable.

In addition to bank reconciliation, I managed AR cash sales through the S4HANA system. This task involved tracking cash sales and ensuring that they were properly entered in the system, thus providing significant insight into the company's financial flow. Handling AR cash sales taught me the value of efficiently managing receivables and how it directly affects a company's liquidity and financial health.

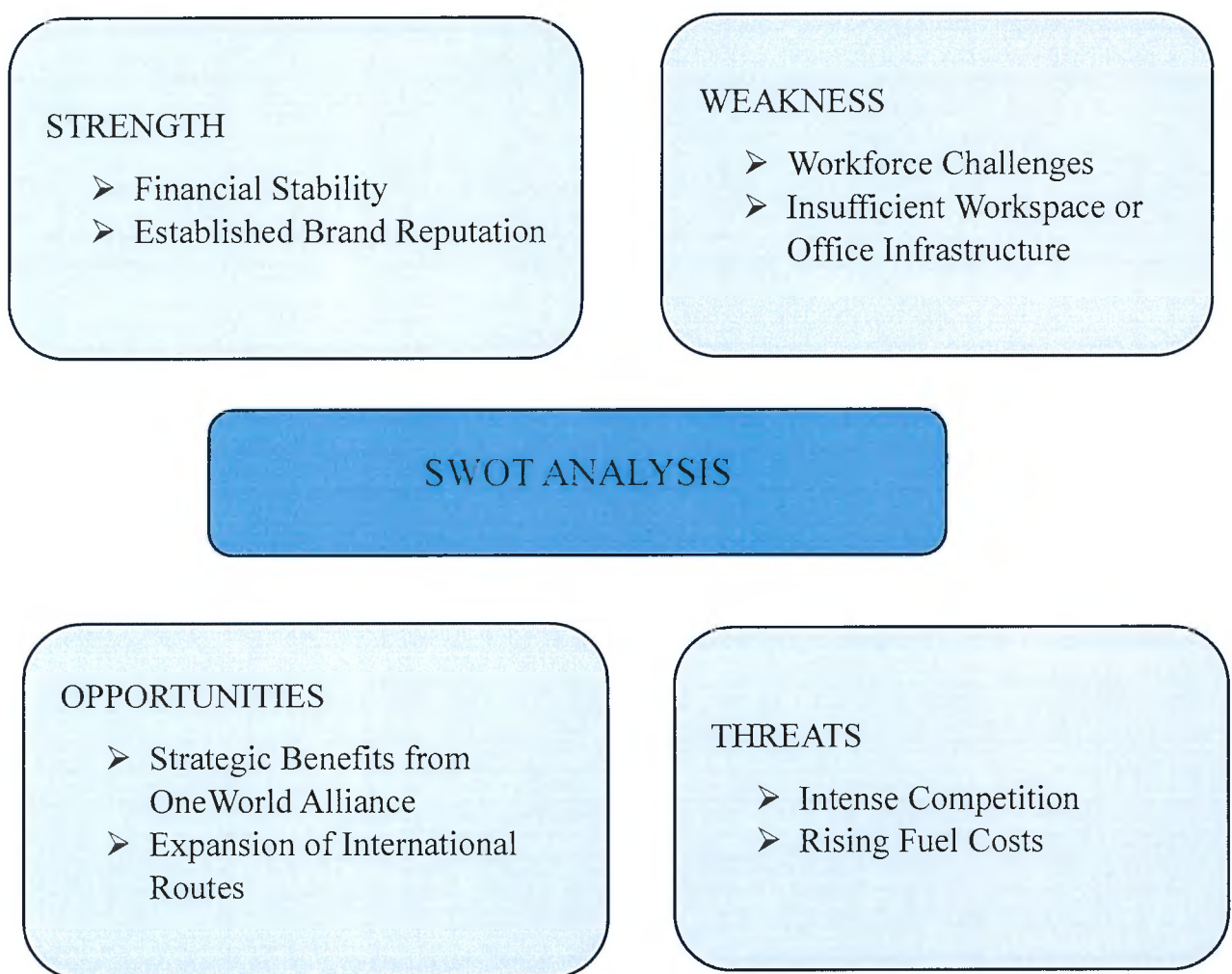
Another significant responsibility I had was to monitor payment confirmation by approving GRP IDs on the MH portal. This task required me to ensure that payments were appropriately processed and approved. I worked closely with the Global Sales Team to confirm sales transactions and payment details, ensuring alignment between the finance and sales departments. Through this cooperation, I learnt the value of cross-functional teamwork in ensuring financial accuracy and seamless operations.

Throughout my internship, I gained valuable experience handling responsibilities independently, prioritising work, and adapting to fast-paced surroundings. I also gained valuable technical skills, particularly in the use of financial software systems such as S4HANA and improved my communication skills through frequent interactions with different departments. In addition, I was given an allowance of RM1000 and one casual leave day every month, giving me more flexibility. This internship also helped me further my career by providing practical experience and important networking possibilities.

In conclusion, my internship at Malaysia Aviation Group was a highly enriching experience that greatly contributed to my personal development and professional growth. I leave with improved technical skills, greater understanding of financial systems, and a stronger feeling of teamwork, all of which will be useful in my future career in corporate finance.

4.0 SWOT ANALYSIS

SWOT (Strength, Weakness, Opportunities, Threats) Analysis is a strategic planning and management tool utilized by organizations to develop effective strategies for both overall operations and competitive positioning (Heiets et al., 2021). These analyses include internal factors which are the strength and weakness attributes of the organization, meanwhile external factors include opportunities and threats attributes of the organization. These can analyse current and future potentials.



5.0 DISCUSSION & RECOMMENDATION

As an intern with Malaysia Aviation Group's Corporate Finance and Treasury Support Department, I acquired insight into the company's strategic positioning by conducting a SWOT analysis. This framework focuses on the organization's internal strengths and weaknesses while also considering external opportunities and dangers that may affect operations.

5.1 STRENGTH

5.1.1 Financial Stability

Malaysia Airlines' achievement of recording a positive operating profit for the second consecutive year in 2024 reflects its significant progress in financial recovery and operational resilience. This accomplishment is a testament to the airline's strategic focus on cost optimization, improved revenue management, and operational efficiency, as noted in its official media release (Malaysia Airlines, 2024).

Such financial stability signals the effectiveness of its turnaround strategies and its ability to navigate challenges, particularly in a competitive post-pandemic aviation landscape. Dube (2022) indicates that airlines that implemented robust cost-cutting measures and diversified revenue streams were more likely to achieve financial stability during the recovery phase. Furthermore, this financial performance bolsters the confidence of stakeholders, including investors, employees, and customers, in the airline's long-term sustainability and growth potential. According to Agrawal (2020), the sustainability of airlines necessitates a transformation in their revenue strategies and operating models, emphasizing the minimization of losses over profit maximization to effectively address current challenges.

The improved financial standing impacts the business positively by allowing the airline to reinvest in critical areas such as fleet modernization, customer service enhancements, and technological upgrades. Airlines investing in modern fleet technologies and digital transformation initiatives tend to experience better performance metrics as stated by Oliveira et al. (2021). These investments are essential for maintaining competitiveness and meeting growing market demands. It also provides the company with the financial flexibility to withstand external shocks, such as fluctuating fuel prices or economic downturns, which are common in the aviation industry.

Malaysia Airlines should continue to implement cost optimization strategies while exploring new avenues to diversify its revenue streams to sustain and expand this strength. Airlines must innovate continuously to remain competitive and focusing on customer experience and service differentiation. For instance, the airline can focus on premium services and high-margin segments like cargo operations, which have shown strong performance in recent years (CAPA - Centre for Aviation, 2023). Additionally, enhancing ancillary services, such as travel packages, inflight retail, and seat upgrades, can provide new income sources (Liu et al., 2024). Strengthening customer loyalty programs is another critical area, as it ensures repeat business and reinforces brand trust (Garcia, 2023). By continuing to innovate and optimize, Malaysia Airlines can leverage its current financial stability to achieve sustained growth and resilience in the global aviation industry.

5.1.2 Established Brand Reputation

Malaysia Aviation Group (MAG) has established a strong brand reputation, primarily through its flagship carrier, Malaysia Airlines. This reputation is based on a tradition of service quality, safety, and Malaysian hospitality, all of which have contributed to the company's market standing. Despite tremendous obstacles in recent years, notably the terrible tragedies with Flights MH370 and MH17 in 2014, which badly harmed the airline's global brand, the company has made significant attempts to recover its reputation. According to recent research, an airline's corporate reputation has a major impact on brand image, perceived service quality, and customer loyalty. Thus, keeping a positive brand reputation is critical to retaining consumer trust and loyalty.

Malaysia Airlines' established brand reputation is a valuable strategic asset that influences consumer perceptions and loyalty. A positive business reputation is associated with greater customer satisfaction and brand preference, which leads to increased behavioural loyalty among passengers (Thi et al., 2021). The airline's dedication to transparency and accountability in its operations is critical for regaining trust among passengers who may have been hesitant to choose Malaysia Airlines owing to recent mishaps. Furthermore, effective brand impression management can help an airline stand out in a competitive market where perceived value and service quality greatly affect consumer decision (Vorobyova, 2021).

Malaysia Airlines must focus ongoing improvement in service delivery and operational efficiency to strengthen its market position. Investing in staff training programs that stress customer service quality and cultural sensitivity ensures that personnel exemplify Malaysian hospitality principles. Furthermore, using consumer feedback methods can provide significant insights into passenger expectations and areas for development, allowing the airline to tailor its offers accordingly. According to Thi et al. (2021), airlines should focus on retaining their brand's position in consumer perception by providing consistent high-quality service.

Malaysia Aviation Group (MAG) could consider improving its marketing strategy to highlight its distinct value propositions and commitment to great service. The airline should consider forming agreements with local tourism agencies to market Malaysia as a travel destination, hence increasing demand for its services. Furthermore, creating targeted loyalty programs that reward frequent passengers can aid in the development of long-term customer connections. By focusing on these strategies, Malaysia Airlines can build on its existing brand recognition while navigating the aviation industry's competitive terrain.

5.2 WEAKNESS

5.2.1 Workforce Challenges

Malaysia Aviation Group (MAG) faces significant workforce issues that affect its operational efficiency and overall success. One of the most significant obstacles is the high turnover rate among skilled workers, especially engineers and technicians in the Maintenance, Repair, and Overhaul (MRO) industry. According to Md Amin & Ahmad Ghani (2023), Malaysia's aviation industry is facing a talent drain, with qualified personnel departing for better prospects with competitors such as Singapore Airlines, which provide more enticing wage packages and benefits. This turnover not only causes current operational inefficiencies, but it also affects safety and service reliability as the airline tries to maintain its aging fleet while facing a skilled workforce shortage.

The consequences of these workforce challenges are significant. The departure of skilled workers has resulted in increased flight interruptions and technical challenges, increasing safety concerns and drawing regulatory scrutiny from Malaysia's

Civil Aviation Authority (Vorobyova, 2021). As MAG struggles with staffing shortages, providing timely maintenance and repairs becomes more difficult, lowering operating performance. Furthermore, the continued competition for skilled workers in the aviation business makes keeping talent a hard challenge. Economic considerations like as inflation reduce the appeal of working for Malaysia Airlines in comparison to regional competitors.

Malaysia Aviation Group could consider implementing several strategic strategies to effectively solve these personnel concerns. Firstly, aligning salary packages with industry standards will help attract skilled workers and increase employee retention (Mehmed & Todorova, 2023). Secondly, MAG should invest in extensive training programs to develop local talent for engineering and technical positions. The airline may build a highly qualified workforce that is less vulnerable to rival poaching by developing a professional development culture.

Furthermore, building connections with educational institutions might help recruit new talent into the aviation industry. According to Wai et al. (2019), working on internship programs and industry placements can provide students with hands-on experience while also developing a pipeline of suitable individuals for future employment. Promoting a positive business culture that prioritizes employee well-being and career growth chances can increase job satisfaction and loyalty among workers. Malaysia Aviation Group can effectively handle its labour concerns and position itself for long-term growth in an increasingly competitive aviation market by implementing these measures.

5.2.2 Insufficient Workspace or Office Infrastructure

Insufficient workspace or office infrastructure is a growing concern in organizations that utilize hot desking systems. Hot desking, where employees use unassigned desks on a first-come, first-served basis, aims to optimize space utilization and encourage flexibility. However, in practice, limited availability of desks can create significant challenges. This issue is evident at locations like Citta Mall and KLIA, where the number of hot desks is insufficient to meet demand. At Citta Mall, employees must arrive early to secure a workspace, leading to unnecessary stress and competition. Similarly, at KLIA, employees face similar struggles, with the lack of adequate seating causing disruption to their daily routines and workflow.

The uncertainty of finding a workspace each day can negatively affect employee productivity and morale. Research by Parkinson et al. (2023) highlights how insufficient workspace reduces productivity, as employees spend valuable time and energy searching for desks instead of focusing on their tasks. Studies indicate that an effective work environment is essential for fostering employee engagement and performance, particularly in high-stakes industries such as aviation (Saidi et al., 2019). This is particularly problematic in high-pressure work settings where efficiency and focus are essential.

Inadequate infrastructure also impacts collaboration and teamwork. Appel-Meulenbroek et al. (2020) found that poorly designed work environments hinder interactions and communication among team members, reducing opportunities for effective collaboration. Limited seating and workspaces can discourage spontaneous discussions and innovation, critical elements for organizational success. Furthermore, the inability to provide a conducive working environment may contribute to higher turnover rates, as employees seek better opportunities elsewhere. This situation is exacerbated by the ongoing competition in the aviation sector, where companies that invest in modern facilities and employee well-being are more likely to attract and retain top talent (Md Amin & Ahmad Ghani, 2023).

Malaysia Aviation Group could consider implementing several strategic recommendations to successfully address the issue of insufficient workspace and office infrastructure. Firstly, investing in modern workplace facilities that encourage cooperation, and creativity can boost employee productivity and satisfaction. Saidi et al. (2019) argue that well-designed workspaces can promote staff communication and teamwork, resulting in better operational outcomes. Furthermore, MAG should look at flexible workplace solutions that can suit different team sizes and project requirements, enabling for more efficient use of available space.

Furthermore, creating a culture of continuous improvement in employment conditions is vital. This includes gathering employee feedback on workspace requirements and preferences to ensure that infrastructure expenses meet workforce expectations. Regular inspections of office facilities can help identify areas for improvement and guide future renovations or expansions. Prioritizing these activities allows Malaysia Aviation Group to establish a more favourable work environment,

which not only improves employee performance but also positions the business for long-term success in a competitive aviation sector.

5.3 OPPORTUNITIES

5.3.1 Strategic Benefits from OneWorld Alliance

Malaysia Aviation Group (MAG) aims to earn significantly from its membership in the Oneworld partnership, a worldwide airline partnership that comprises famous carriers including American Airlines, British Airways, and Cathay Pacific. The Oneworld Alliance improves MAG's operational capabilities by offering a platform for more efficient transfers and greater connectivity among member aircraft. This agreement allows Malaysia Airlines to provide its customers with a greater selection of destinations and seamless travel experiences, which is especially useful for frequent international travellers who value convenience and efficiency (Oneworld, 2023). As a result, MAG may improve its competitive position in the aviation market by utilizing the alliance's wide network and resources.

The alliance also provides enhanced loyalty program benefits through MAG's Enrich program, which allows users to earn and redeem miles throughout the Oneworld network. This integration not only improves client satisfaction, but it also promotes brand loyalty among frequent passengers. According to Limberger et al. (2021) loyalty programs have a substantial impact on consumer behaviour in the airline business because they provide concrete rewards that increase customer retention and loyalty. Malaysia Airlines' participation in the Oneworld Alliance allows it to attract a bigger client base and create deeper ties with existing customers, driving revenue growth.

In addition, as a member of the Oneworld Alliance, Malaysia Aviation Group has access to shared resources and best practices from other airlines. According to Mehmed and Todorova (2023), this collaboration can result in operational efficiencies through collaborative purchasing practices, shared marketing efforts, and coordinated schedules that reduce delays and increase service reliability. The alliance's emphasis on cooperation among member airlines can also help with knowledge exchange, allowing MAG to implement innovative techniques that improve operational performance and customer service.

There are various methods for Malaysia Aviation Group to effectively capitalize on the potential given by its Oneworld membership, including several strategic recommendations. Firstly, it should strongly market the benefits of its membership through marketing initiatives to build awareness among potential travellers about the benefits of flying with a Oneworld member airline. Secondly, MAG should improve its digital platforms to facilitate the seamless integration of loyalty program elements, allowing clients to conveniently track their miles and incentives across the alliance. Finally, strengthening relationships with other Oneworld members through collaborative marketing campaigns and codeshare agreements will help MAG increase its reach and improve client offerings. Malaysia Aviation Group may use its Oneworld membership to improve its market position and drive long-term success by executing these tactics.

5.3.2 Expansion of International Routes

Malaysia Aviation Group (MAG) has a tremendous opportunity to increase its foreign routes, which will boost its market presence and revenue. The airline's strategy focuses on expanding its global reach coincides with rising demand for air travel, particularly in emerging economies. IATA (2024) suggests that international travel is rebounding following the pandemic, owing to pent-up demand and a comeback in tourism. Malaysia Airlines may establish itself as a major participant in the global aviation market, catering to both leisure and business travellers by expanding its route network to cover more destinations in Europe, Asia, and the Middle East.

The growth of international services enables MAG to take use of its advantageous location in Southeast Asia as a connecting airline hub. This geographical advantage allows the airline to provide efficient connections between key Asian cities and destinations in Europe and beyond. According to Pels (2020), airlines that efficiently use their hub-and-spoke models can achieve higher load factors and greater operating efficiency. Malaysia Airlines can attract more passengers and compete more effectively against regional rivals by improving connectivity through new international flights.

Furthermore, establishing foreign flights allows Malaysia Airlines to deepen partnerships with other airlines in the Oneworld Alliance. Collaborative agreements can help with codeshare arrangements, allowing passengers to book seamless travel

itineraries across several carriers. This integration not only improves passenger comfort, but it also increases the airline's market reach without incurring considerable additional costs (Migdadi, 2021). As part of this strategy, Malaysia Airlines should actively collaborate with alliance partners to discover complementary routes that may be developed jointly.

There are various recommendations for MAG to maximise the benefits of extending international lines. Firstly, investing in targeted marketing campaigns to promote new destinations will be critical for attracting customers. Furthermore, improving digital platforms to streamline booking processes and give real-time information will enhance the client experience (Md Amin & Ahmad Ghani, 2023). Finally, creating relationships with local tourism organizations can help market Malaysia as a travel destination, hence increasing demand for the airline's services. By following these tactics, MAG can successfully exploit its international route expansion to achieve long-term growth and strengthen its competitive advantage in the aviation market.

5.4 THREATS

5.4.1 Intense competition

Malaysia Aviation Group (MAG) works in a highly competitive environment, with fierce competition from both low-cost carriers (LCCs) and full-service airlines. The emergence of low-cost carriers (LCCs) like as AirAsia has substantially transformed the landscape of the Southeast Asian aviation business, forcing major carriers like Malaysia Airlines to adapt their operations to maintain market share (Bowen, 2019). This competition is especially fierce in the short-haul category, where low-cost carriers frequently offer lower tickets and more flexible travel options, enticing budget-conscious travellers. Malaysia Airlines has required to improve its international services and increase operational efficiency (CAPA, 2024) to remain competitive.

The consequences of this intense competition are varied. On the one hand, it puts pressure on Malaysia Airlines to innovate and enhance service quality, meanwhile on the other hand, it might result in lower profit margins as airlines compete for customers by offering lower fares. According to Sengur et al. (2022), continuous

competitive pressure can reduce profitability across the industry, causing airlines to reconsider their pricing strategies and operational models. Furthermore, the ongoing recovery from the COVID-19 epidemic has increased competitiveness as airlines try to reclaim lost market share while dealing with changing travel demand.

Malaysia Aviation Group should consider several strategic recommendations to effectively counter the threats posed by intense competition. Firstly, distinguishing its service offerings by improving in-flight experiences and customer service can help the airline stand out from its competition. Providing distinctive value propositions such as premium amenities or loyalty rewards can entice discerning travellers willing to pay extra for better service (Md Amin & Ahmad Ghani, 2023). Furthermore, MAG should look into collaborations with other Oneworld Alliance airlines to enhance its network and provide consumers with more connectivity alternatives.

Additionally, dynamic pricing techniques might help Malaysia Airlines remain competitive during times of economic instability. The airline can alter tickets in real time to maximize revenue while remaining appealing to budget-conscious travellers by using data analytics to track market trends and consumer behaviour (Arjun Mantri, 2019). Finally, investing in marketing initiatives that highlight the airline's distinctive strengths, such as its commitment to safety and customer service, will be critical for developing brand loyalty in the face of strong competition. Malaysia Aviation Group can increase its market position while navigating the obstacles of an increasingly competitive aviation sector by implementing these tactics.

5.4.2 Rising Fuel Costs

Rising fuel costs pose a significant threat to Malaysia Aviation Group (MAG), since fuel expenses make up a significant portion of the airline's operational costs. Recent statistics Chua (2022) show that fuel expenditures now account for approximately 45% of MAG's total operational expenses, up from 35-40% in previous years. This increase in fuel prices can be linked to a variety of factors, including geopolitical issues, such as the current crisis in Ukraine, which has disrupted global oil supplies and raised prices (Siew Li, 2023). As a result, MAG is under increasing pressure to manage its operational costs efficiently while maintaining competitive pricing structures.

The consequences of increased fuel prices are numerous. Increased fuel costs can lead to higher ticket prices, discouraging price-sensitive travellers and lowering demand for air travel. Airlines with small profit margins are especially subject to fluctuating fuel prices, which can considerably impair overall profitability (Nalan Gelirli & Kısacık, 2024). The inability to pass on these costs to consumers without reducing demand is a significant challenge to MAG. Furthermore, the airline's choice to discontinue fuel hedging in 2021 and 2022 has left it vulnerable to erratic fuel price fluctuations, affecting financial planning and risk management methods (Siew Li, 2023).

Malaysia Aviation Group should consider implementing many strategic recommendations to effectively deal with the threat of rising fuel costs. Firstly, resuming a thorough fuel hedging program would enable the airline to reduce the impact of fluctuating prices on operational costs. Effective hedging tactics have helped airlines control fuel costs and avoid price spikes (Nalan Gelirli & Kısacık, 2024). MAG can improve its financial resilience by carefully limiting its exposure to fuel price volatility through hedging contracts.

Furthermore, investment in sustainable aviation fuels (SAF) and other cutting-edge technology can offer long-term answers to growing fuel prices. The use of SAF has been identified as a promising method for lowering reliance on existing jet fuels while also addressing environmental problems (Zhai Yun, 2024). Partnering with local suppliers and investing in research to develop cost-effective SAF choices might help MAG establish itself as a pioneer in sustainable aviation while potentially cutting long-term fuel costs. Furthermore, improving operational efficiencies via data analytics and optimizing aircraft routes might help to minimize overall fuel usage. By implementing these tactics, Malaysia Aviation Group can better navigate the obstacles created by growing fuel costs while also strengthening its competitive position in the aviation industry.

6.0 CONCLUSION

In a nutshell, my internship with Malaysia Aviation Group (MAG) have given me valuable insights into the aviation business. Throughout my 24-week internship, I saw MAG's strengths such as its established brand reputation. I would like to reflect on the insights gained regarding current trends in the aviation business, especially because it is expected to generate more than RM 4.5 trillion in sales by 2025.

However, my time at MAG revealed some flaws that the organization must resolve to maintain its sustainability. Concerns like limited workspace and workforce challenges hinder productivity and operational performance. MAG's ability to manage these shortcomings while seizing opportunities such as developing international routes and exploiting digital transformation initiatives will be critical to its recovery and growth in the post-pandemic aviation market.

Reflecting on my experiences, I realize that the knowledge I obtained during my internship provided me with practical skills in financial management as well as a better understanding of company operations. Collaborating with various departments helped me understand how strategic decisions affect overall performance. This experience has improved my technical talents while also encouraging personal growth in adaptability and communication skills, both of which are necessary for success in any professional setting.

Looking ahead, I hope to pursue a career in corporate finance in the aviation or related industries. Over the next five years, I hope to expand my knowledge of financial analysis and strategic planning while also helping a business thrive. I hope to take on leadership responsibilities that will impact decision making processes and boost improvement to operations. My internship at MAG has confirmed my interest in this field and offered a solid platform for accomplishing my professional objectives.

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Name	Modified	Modified By
07. 01July24_to_31July24.xlsx	December 17, 2024	Nur Anisah Binti Ghazat
08. 01Aug24_to_31Aug24.xlsx	Wednesday at 3:07 PM	Nur Anisah Binti Ghazat
09. 01Sep24_to_30Sep24.xlsx	34 minutes ago	Nur Anisah Binti Ghazat
10. 01Oct24_to_31Oct24.xlsx	Wednesday at 10:55 AM	Nur Anisah Binti Ghazat
11. 01Nov24_to_30Nov24.xlsx	Yesterday at 3:37 PM	Nur Anisah Binti Ghazat
12. 01Dec24_to_31Dec24.xlsx	Yesterday at 3:39 PM	Nur Anisah Binti Ghazat

MH Account Statements



A team discussion in a meeting room



Office environment