



FACTORS AFFECTING THE PERFORMANCE OF
AIRLINE TICKET SALES OF MALAYSIA AIRLINES
SYSTEM BERHAD

ANIS AMIRA BINTI MUKHTAR@MUHAMMAD
2008361417

BACHELOR OF BUSINESS ADMINISTRATION
(HONS) INTERNATIONAL BUSINESS
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA

MAY 2011

FACTORS AFFECTING THE PERFORMANCE OF
AIRLINE TICKET SALES OF MALAYSIA AIRLINES
SYSTEM BERHAD.

ANIS AMIRA BINTI MUKHTAR@MUHAMMAD
2008361417

Submitted in Partial Fulfillment
Of the Requirement for the
Bachelor of Business Administration
(Hons) International Business

FACULTY OF BUSINESS MANAGEMENT
UiTM, KAMPUS BANDARAYA MELAKA

2011



**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) INTERNATIONAL BUSINESS
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, Anis Amira Binti Mukhtar@Muhammad, (I/C Number: 850331-11-5402)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of any investigation work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

May 2011

The Head of Program
Bachelor of Business Administration (Hons) International Business
Faculty of Business Management,
Universiti Teknologi Mara,
Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
75300 Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**Factors affecting the performance of airline ticket sales of Malaysia Airlines System Berhad**” to fulfil the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank you.

Yours sincerely,

Anis Amira Binti Mukhtar@Muhammad
2008361417
Bachelor of Business Administration (Hons) International Business

ABSTRACT

The purpose of this case study is to identify the factors that affect sales performance of an organization, which in this context, the performance of airline ticket sales of Malaysia Airlines. After going through supporting journals on the factors, the researcher then will analyze if Malaysia Airlines do practice the theory found in the supporting journals. Here, the researcher would examine if there is any gap between the one in the theory and the one practiced by the company. Having that done, the researcher will analyze if the factors practiced by the company have significant effect on the performance of airline ticket sales. Then the researcher will move on to the recommendation as to improve the performance of airline ticket sales of Malaysia Airlines.

The researcher has found 5 factors that affect the sales performance of an organization in the journals. All the 5 happened to be practiced by Malaysia Airlines throughout those 5 years supported by the plans, campaigns, actions, and activities as evidence. However, there were few of them that the researcher did not find in the theory, which still acted as gap between the company's practices and the theory. The researcher then found that not all the factors practiced by the company have a major influence as to affect its sales performance of airline ticket. The researcher has given her recommendations as to improve the situation.