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UNIVERSITI
TEKNOLOGI
MARA

UITM KAMPUS BANDARAYA MELAKA

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING



INDUSTRIAL TRAINING REPORT AT AIRASIA MOVE SDN.BHD.

12TH AUGUST 2024 – 11TH FEBRUARY 2025

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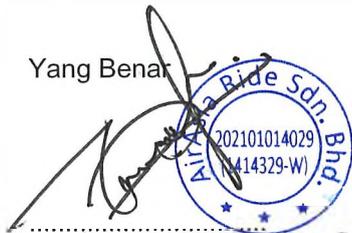
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EXECUTIVE SUMMARY

This Industrial Training Report is a summary of 24 weeks as internship students at AirAsia Move Sdn. Bhd. I had the privilege of immersing ourselves in a dynamic and fast-paced environment, contributing to the company's innovative initiatives within the travel and lifestyle sector. My internship provided me with hands-on experience in various departments, including marketing, operations, and technology, where actively participated in projects that aimed to enhance customer experiences and drive digital transformation. Guided by industry professionals, I gained some technical and soft skills, gaining a deeper understanding of the aviation and digital business ecosystem.

During my internship, I was entrusted with responsibilities such as process optimization which allowed me to contribute meaningfully to the company's objectives. I also collaborated with cross-functional teams to brainstorm and implement strategies that aligned with AirAsia Move's mission to revolutionize the travel industry through digital innovation. These experiences enriched my problem-solving abilities, improved adaptability, and sharpened my communication skills in a professional setting. The internship also exposed me to the corporate culture of AirAsia Move, emphasizing teamwork, creativity, and resilience, which are pivotal for personal and professional growth.

In addition, this internship was not only a platform for me to apply my academic knowledge but also a transformative journey that equipped with practical skills and a forward-thinking mindset. Lastly, this industrial training report also required me to identify an information related to SWOT analysis and give a suggestion how to improve in the future.

ACKNOWLEDGMENT

I am Nurul Najihah Nordin would like to express our heartfelt gratitude to AirAsia Move Sdn. Bhd. for providing me with the invaluable opportunity to undertake my internship within such an innovative and dynamic organization. This experience has been instrumental in bridging the gap between my academic studies and real-world applications, allowing me to gain practical knowledge and skills that will significantly benefit for future careers.

My sincere appreciation goes to my supervisors Mr Ivan Ramdani and my advisor Ms Munirah, whose guidance, patience, and encouragement have been vital throughout my internship journey. Their expertise and willingness to share knowledge have enriched my learning experience and inspired to strive for excellence in my tasks. I also grateful to the entire teams at AirAsia Move for creating a welcoming and collaborative environment, which made my time here both productive and enjoyable.

I would also like to thank my academic institution (UITM) Kampus Bandaraya Melaka and family for their support and for facilitating this internship opportunity. This experience has been a transformative chapter in my professional development, equipping me as a student with the confidence and skills to face future challenges. I am truly grateful for the chance to contribute to and learn from one of the most innovative companies in the travel and transportation industry.

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1.0 STUDENTS PROFILE

	<h1>NURUL NAJIHAH NORDIN</h1> <p>INTERN, RIDE</p>
	<h2>PROFILE</h2> <p>I am eager to apply my academic knowledge and creative problem-solving skills in a dynamic internship role. My studies have equipped me with a deep understanding of market analysis, consumer behavior, and strategic marketing principles. I am adept at collaborating on team projects and possess strong communication skills, both written and verbal. My proactive approach and enthusiasm for learning make me an ideal candidate for an internship where I can contribute fresh ideas and gain practical marketing experience.</p>
<h2>CONTACT</h2>	<h2>EDUCATION</h2> <p>Universiti Teknologi MARA Kampus Bandaraya Melaka MAR 2022 - JUN 2024 Bachelor of Business Administration (HONS.) Marketing</p> <ul style="list-style-type: none">• Current CGPA: 3.10• MUET: Band 3.5 <p>Universiti Teknologi MARA Kampus Alor Gajah, Melaka OCT 2019 - JAN 2022 Diploma In Office Management and Technology</p> <ul style="list-style-type: none">• CGPA: 3.29• Deans List Award Semester 5
<h2>SOFT SKILLS</h2> <ul style="list-style-type: none">• Teamwork• Time Management• Leadership• Effective Communication• Critical Thinking	<h2>WORK EXPERIENCE</h2> <p>Control Tower AUG 2024 - FEB 2025</p> <ul style="list-style-type: none">• Handling a communication between drivers and customer• Sending a reminder via Whataspps• Making a calling for driver to keep in touch about the job <p>In charge in Klook and OTA (Online Travel Agency</p> <ul style="list-style-type: none">• Creating a booking for drivers• Create a jobcards to driver
<h2>TECH SKILLS</h2> <ul style="list-style-type: none">• Microsoft Words• Microsoft PowerPoint• Microsoft Excel• Editing with Canva• Adobe Photoshop• SQL, MySQL• Adobe Animate	
<h2>REFERENCES</h2> <p>Dr. NorNajihah Nadia binti Hasbullah Senior Lecturer UiTM Kampus Bandaraya</p>	

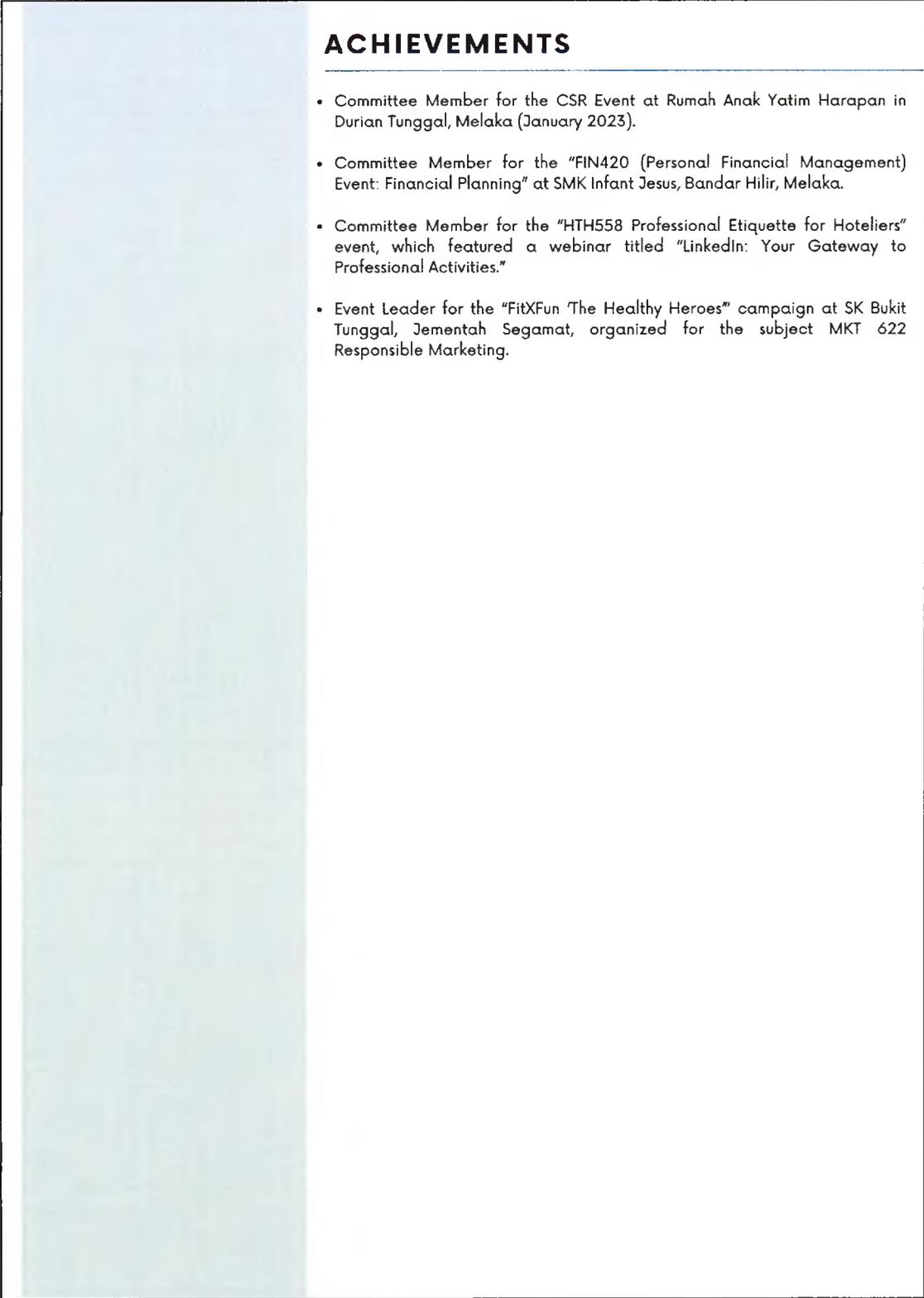


Figure 1.1: *Student Resume*

2.0 COMPANY PROFILE

2.1 Company Background

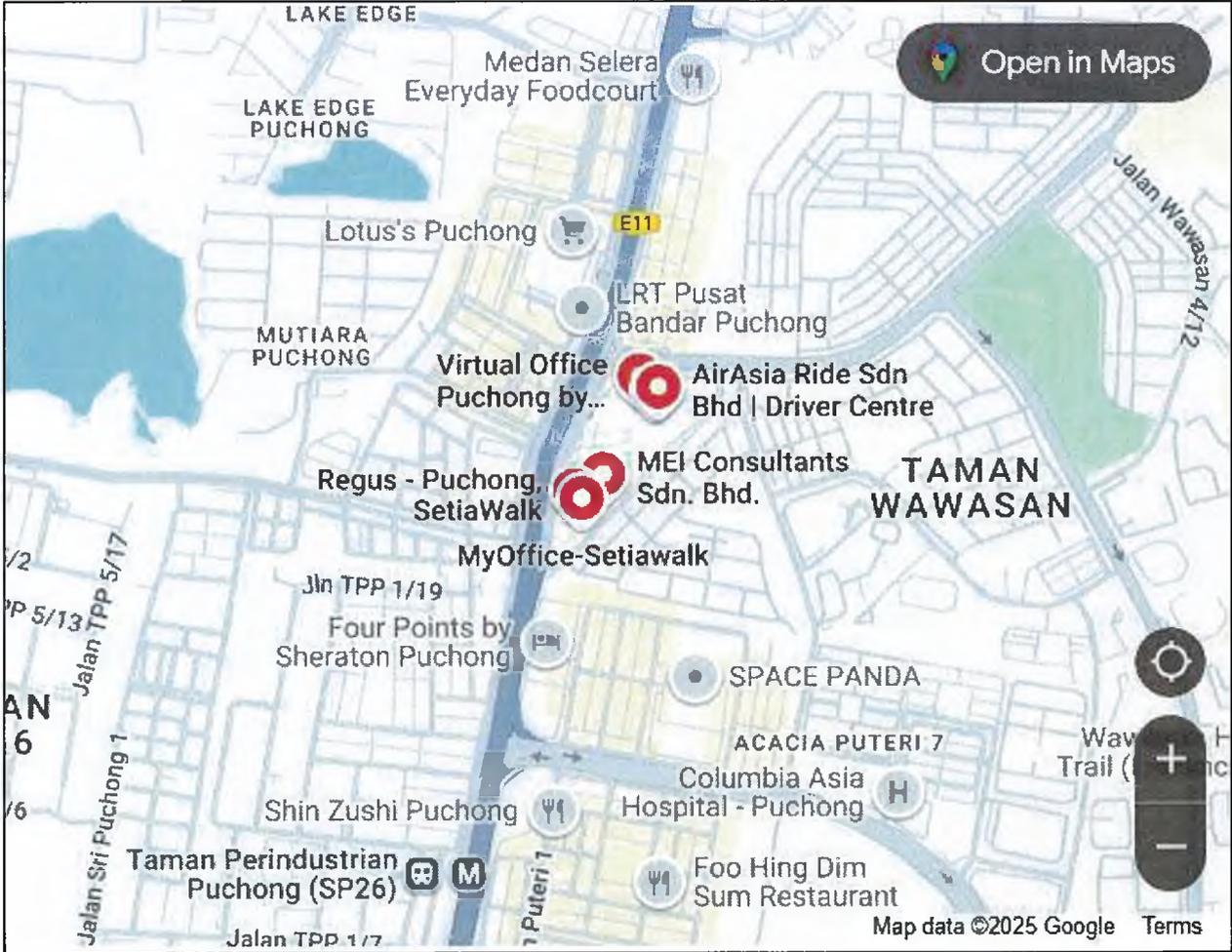


Figure 2.1: *Logo AirAsia Move Sdn. Bhd.*

AirAsia Move Sdn. Bhd., a subsidiary of Capital A Berhad, is at the forefront of redefining the travel and lifestyle industry through digital innovation. As part of the globally recognised AirAsia brand, the company combines its expertise in travel, technology and customer experience to create seamless and affordable solutions that meet the needs of the modern traveller. AirAsia MOVE's ecosystem includes OTA services such as flight bookings from over 700 airlines, including the world's best low-cost airline AirAsia, and 900,000 hotels worldwide, as well as ride-hailing, dining experiences, insurance, duty-free shopping, and more. Financial services provided by BigPay based on comprehensive services. It has been recognised by World Travel Awards as 'Asia's Leading Online Travel Agency 2023' in its first nomination in the OTA category. AirAsia Move operates as a digital-first platform, integrating travel, lifestyle, and financial services into a unified ecosystem. Apart from flight booking and hotel reservation to personalized lifestyle deals, the company also offered and provided transportation services to pick up and drop off customers from the airport to the city with low cost and more convenience. The aim is to focus on using the latest technology that allows it to stay competitive in the market by offering users innovative tools and services tailored to their needs.

2.2 Location

My main office is located at Unit D-6-3, Level 3, Block D, Setiawalk, Persiaran Wawasan, 47160 Puchong, Selangor.



Figures 2.2: Location of AirAsia Move Sdn. Bhd. main office

2.3 Vision

A place where customers can book all their travel needs within a single seamless user experience, made possible within a few button clicks.

2.4 Organizational Chart

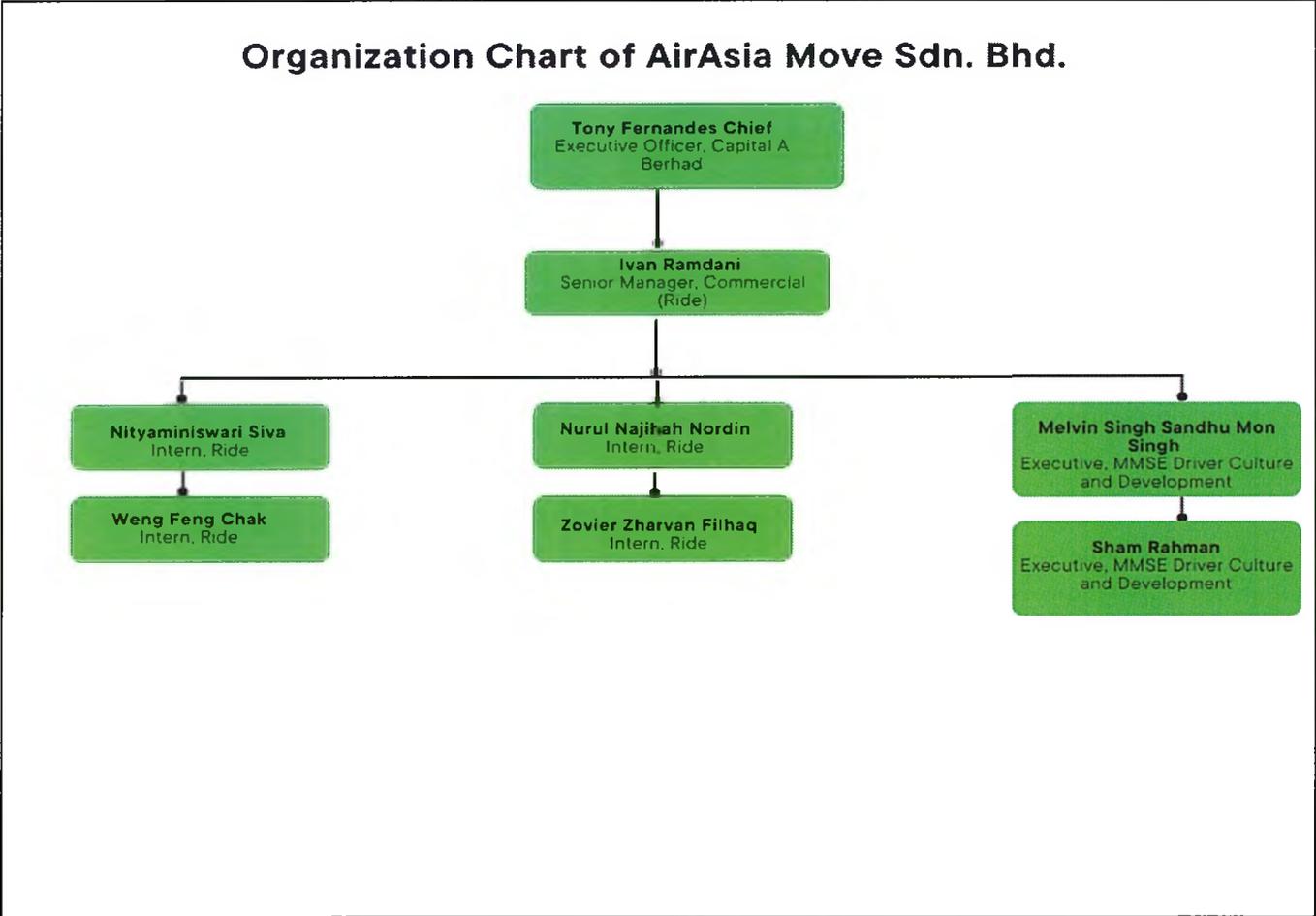


Figure 2.4: Organization Chart of Airasia Move Sdn. Bhd.

2.5 Product And Services

2.5.1 Ride Services

AirAsia Ride is a ride-hailing service that offers customers convenient, reliable, and affordable transportation options. Integrated into the AirAsia Super App, the service provides a seamless booking experience, catering to both local and international travellers. The service, which is integrated into the AirAsia Super App, offers both domestic and foreign travelers a smooth booking experience. By utilizing the vast AirAsia network, AirAsia Ride distinguishes itself by enabling consumers to arrange their complete trip on a single platform, including airline tickets, hotel reservations, and ground transportation. The service is accessible in a number of cities and provides a range of vehicle types to accommodate varied travel requirements, such as premium alternatives, economical rides, and larger cars for group travel.

2.5.2 Flight Services

AirAsia Move, which is integrated into the AirAsia Super App, enhances the airline's flight services by providing a seamless, all-in-one platform for booking, managing, and enjoying travel. Customers can use the app on a mobile device to book flights, check timetables, and find unusual deals. AirAsia Move's user-friendly style makes it easier for travelers to plan their vacations, with domestic and international flight options and a streamlined booking process. AirAsia Move demonstrates its commitment to sustainability and contributes to the availability of more environmentally responsible travel options by providing services such as carbon offset schemes. Travelers can also use the app to purchase premium services like AirAsia, which offer privileges such as priority boarding and a greater baggage limit for future comfort

2.5.3 Hotel And Accommodation

The AirAsia SuperApp provides passengers with a variety of options based on their needs and interests, as well as a simple way to book hotels and accommodations. The SuperApp makes it easier for users to plan and manage their whole vacation by combining flight, hotel, and other travel services on one platform. The SuperApp allows customers to search and book accommodation from a broad range of hotels, resorts, hostels, and vacation rentals worldwide.

The application assists customers in determining the best option for their travel needs by allowing them to sort results by location, price range, star ratings, and amenities. The SuperApp has solutions to suit every taste and budget, whether you're traveling for work or pleasure. Users of the program can take advantage of exclusive promotions and discounts to get cheaper pricing and bargains on accommodations.

3.0 TRAINING REFLECTION

3.1 Duration

My duration for this internship is 6 months at AirAsia Move Sdn. Bhd, starting from 12 August 2024 until 11 February 2025 which I will be in the Ride Department as an Intern, Ride. This internship provided valuable insights into the digital business ecosystem, which means it is allowing me to understand how AirAsia Move integrates technology to improve its services. Additionally, I collaborated with cross-functional teams, gaining exposure to diverse perspectives and honing my communication and problem-solving abilities. The business operation for this company is from Monday to Friday. Working hours start from 9:00 AM to 6:00 PM. During my internship I was required to work on shifts. In my first month I did a day shift from 9:00 AM to 6:00PM. The next second month I do a midnight shift starting from 12:00AM to 9:00AM. Starting from the middle of September 2024 until now, my shift turns into evening shift which is when my working hours start from 5:00 PM until 1:00 AM. My working hours depend on our supervisor requirements.

3.2 Department Role

Through my previous manager, Erica Diana, I am tasked with managing a Control Tower within the Ride Department. This department is overseen by Ivan Ramdani, who serves as the Senior Commercial Ride at AirAsia Move Sdn. Bhd. He is responsible for providing guidance, support, and mentorship to me and my team members, ensuring that our teams possess the necessary resources and training to fulfill our responsibilities effectively. As he will monitor my performance, provide comments, and address any barriers or problems that arise. Supervisors at AirAsia Move, a creative and forward-thinking company, are responsible for ensuring compliance with all business policies and procedures, maintaining excellent customer service standards, and nurturing a positive working environment. In a dynamic and innovative environment like AirAsia Move, they play an important role in driving change and supporting the adoption of new initiatives, technology, and procedures that increase overall efficiency and customer satisfaction.

3.3 Task And Responsibilities

As an intern, my primary task is to monitor the Control Tower throughout my assigned shift. After completing the two-month training, I was assigned the job of managing AirAsia Move's Klook booking and OTA (Online Travel Agency) operations. My tasks are diverse and critical to the business's operations. I am in charge of monitoring the Control Tower's real-time data and coordinating with other departments to ensure that everything is functioning properly. This includes keeping a watch on transportation arrangements, which are my primary job for the internship, dealing with any issues that arise, and ensuring that client expectations are met on time.

For Klook bookings, I assisted in managing and processing reservations for ride experiences offered through the platform. By updating booking systems, making sure correct information was displayed, and communicating with the customer support team to handle any customer questions or booking modifications were all part of my job description. I helped the team in the OTA business by maintaining connections with third-party travel platforms, making sure that our products were accurately advertised, and managing ride bookings, which are services that provide consumers with transportation from the airport to the city or the city to the airport. In order to find patterns and growth prospects, I also helped with the analysis of performance data.

3.4 Intrinsic Benefits

My internship at AirAsia Move offered me many natural benefits that greatly aided my personal and professional development. One of the most significant advantages is the opportunity to work in an innovative and fast-paced environment that emphasizes teamwork and creativity. I was able to learn from industry experts and be actively involved in projects that gave me a deeper understanding of the travel and tourism industry. The experience also helped me develop a strong sense of adaptability and resilience. Handling multiple responsibilities in different fields taught me how to focus, manage my time effectively and overcome adversity. I felt empowered to take on new tasks and had a sense of pride in my work because of AirAsia Move's encouragement of the environment. Moreover, the internship provided me with the chance to build meaningful relationships with colleagues from diverse backgrounds, which improved my teamwork and communication skills. I learned the importance of collaboration and how working together can lead to achieving common goals. Additionally, I gained valuable insights into digital transformation and customer-centric approaches, which are vital in today's business world.

3.5 Extrinsic Benefits

The flexible working hours offered during my internship at AirAsia Move were one of the most valuable extrinsic benefits. One of the most enjoyable extrinsic benefits of my internship with AirAsia Move was the ability to work at my own speed. Because of this flexibility, I am able to manage my time effectively, balancing job and personal duties such as studies, family responsibilities, and free time. Being able to adapt my work hours to my schedule helps me to maintain a good work-life balance while lowering stress and enhancing productivity. This strategy allows me to focus on my work without being distracted by strict office hours, making my work experience more joyful and long-term. Flexibility allows me to select when I am most inspired and focused, which helps me be more creative and efficient at work.

Another significant extrinsic benefit is the additional allowance given during training. This financial support eases the burden of daily expenses, such as transportation, meals and other personal costs, allowing me to focus on training responsibilities without worrying about financial pressure. The additional allowance they offer is RM1,500 per month and also gives me the freedom to invest in resources that enhance my learning opportunities. It helped me feel more secure and supported, contributing to a positive internship experience. With the financial aspect taken care of, I was able to fully immerse myself in my role, gain practical experience and focus on developing my skills for the future.

4.0 SWOT ANALYSIS DIAGRAM

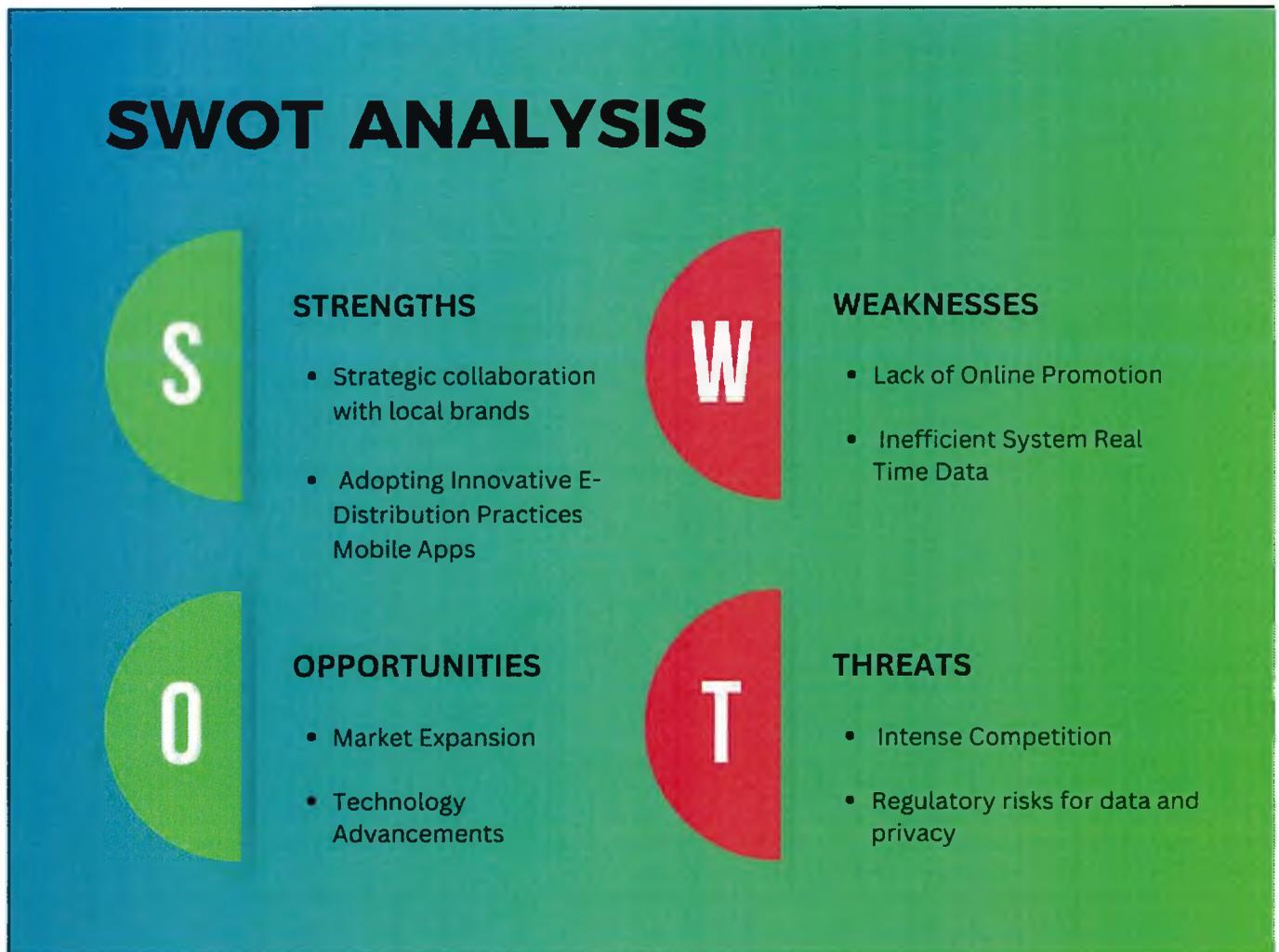


Figure 4.1: SWOT Analysis

4.1 Strengths

4.1.1 Strategic Collaborations with Local Brands

One of the essentials to AirAsia Move's branding success is its ability to form strategic relationships with both local brand businesses. This alliance improved its fame and reputation while broadening its range of services. Through close collaboration with regional food vendors, AirAsia Move has established a network of alliances that are advantageous to the business and its clients. By delivering customers real Malaysian cuisine, partnerships with local restaurants and food vendors further improve the vacation experience. These alliances demonstrate AirAsia Move's dedication to providing a comprehensive travel experience, which makes it a reliable option for Malaysians. As is well known, AirAsia is able to set itself apart from competitors with its in-flight dining offerings thanks to its partnership with SantanXSecret Recipe.

According to AirAsia News Room, Santan's General Manager, Catherine Goh said, "Our dedication goes beyond mere words, we're devoted to showcasing the diverse richness of our local brands, especially at a time when consumers are increasingly drawn to supporting and embracing their homegrown brands". AirAsia improves the overall travel experience by providing high-quality cuisine from a reputable brand, which is especially crucial for long-haul flights or passengers who value comfort. A well-known brand in Malaysia, Secret Recipe's listing on AirAsia strengthens the company's status as a Malaysian-born business that values regional culture. AirAsia's branding is strengthened by this congruence, particularly among Malaysian consumers who identify with and feel proud of domestic brands. Premium food products, such as meals and pastries from Secret Recipe, give AirAsia extra sources of income. When passengers trust and recognize the brand, they are more inclined to buy in-flight meals, which increases the company's ancillary revenue.



Figure 4.1.2: *The collaboration SantanXSecret Recipe*

SR x AirAsia Santan

ZERO Chocolate Indulgence + ZERO Pistachio Coconut Latte

1. Prices shown are inclusive of 6% SST and subject to 10% Service Charge if applicable.
2. Combo Set is not valid with other on-going promotions, offers, set meals, bank discounts and privileges.
3. Pictures shown are for illustration purposes only.
4. Secret Recipe reserves the right to amend the terms and conditions without prior notice.

Figure 4.1.3: *The collaboration SantanXSecret Rec*

4.1.2 Adopting Innovative E-Distribution Practices Mobile Apps

AirAsia Move Sdn Bhd has established itself as a leader in the travel and lifestyle industry by adopting innovative e-distribution practices and mobile apps. By implementing established e-distribution strategies and mobile applications, AirAsia Move Sdn Bhd has become a market leader in the travel and lifestyle sector. These procedures improve client convenience and satisfaction while allowing the business to effectively provide its services to a large audience. Utilizing digital platforms, strategic alliances, and state-of-the-art technology, AirAsia Move guarantees easy access to its products, solidifying its position as the industry leader. According to Dorcic, (2021) by conducting a systematic literature review, concluded that the travellers may select the useful, easy-to-use, and compatible mobile apps, enabling them to complete their tasks on information search, purchase of tourism services, and travel experience enhancement. At the heart of AirAsia Move's e-distribution strategy is the AirAsia Super App, a one-stop platform that provides users with access to a wide range of services. This app integrates flight bookings, hotel reservations, ride-hailing, food delivery, and more, creating a seamless and convenient experience for customers.

By consolidating multiple services into a single digital platform, AirAsia Move eliminates the need for users to navigate multiple websites or apps, saving time and effort. Studies show that the preference for using mobile apps is mainly based on utilitarian and experiential benefits (Wang,2020) .Furthermore, Super App utilizes data analytics to provide personalized recommendations, guaranteeing that users can get best suggestions for activities, accommodations, and flights based on their preferences and previous experience. The app is an essential part of AirAsia Move's e-distribution strategy because of its high level of customisation, which improves user experience and encourages repeat engagement. In addition, AirAsia Move has broadened its reach through strategic relationships with well-known firms and other platforms. Partnerships with e-commerce platforms, online travel agencies (OTAs), and travel aggregators will enable the brand to access a larger audience. Customers who do not utilize the Super App can still book AirAsia Move hotel and vacation packages through websites like Klook.

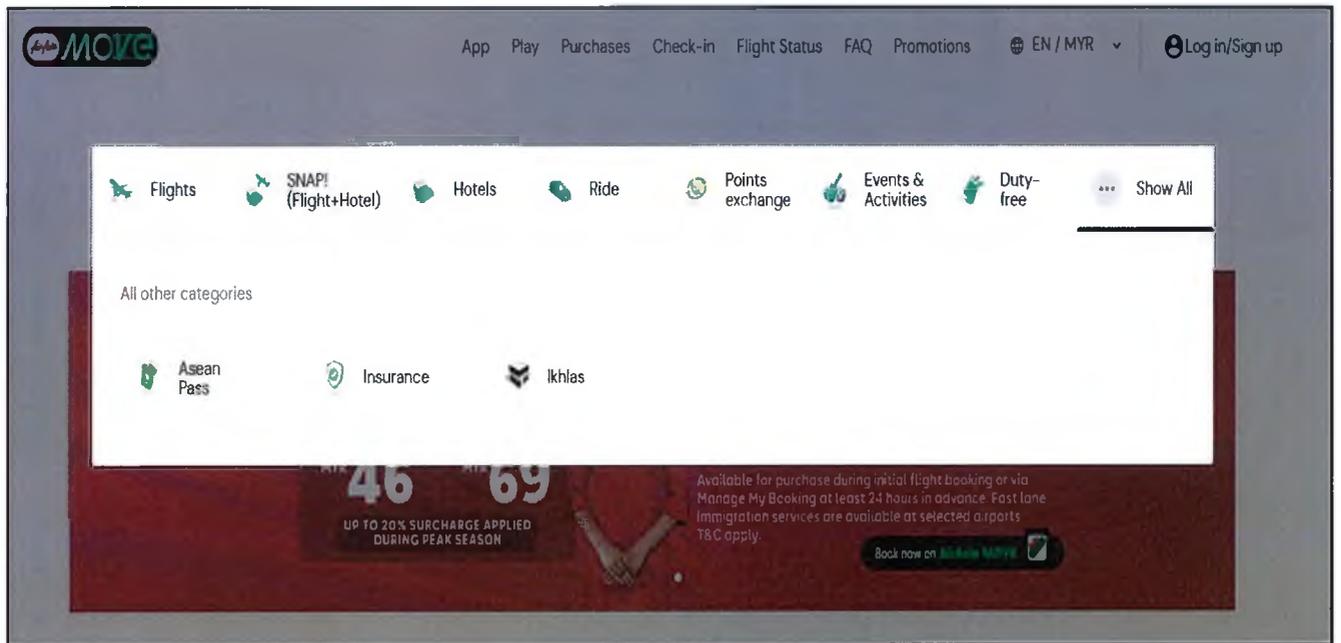


Figure 4.1.4: A services AirAsia Move provides

4. 2 Weakness

4.2.1 Lack of Online Promotion

Lack of online promotion is one of the significant challenges for AirAsia Move Sdn Bhd, as it reflects a gap in leveraging digital platforms effectively to connect with its audience. The absence of regular social media activity can hinder the brand's visibility and relevance in the digital space. Social media platforms like Instagram, Facebook, TikTok, and Twitter are vital tools for businesses to maintain a connection with their audience. Social media platforms extend beyond merely relaying basic attraction information, enabling tourism establishments to foster customer interaction through reviews, responsive communication, and the exhibition of their management profiles, contributing to the efficacy of social media marketing strategies (Reyes, 2021). Without frequent posts or updates, the company risks being overshadowed by competitors who actively engage their followers. Regular content updates not only keep the audience informed but also help in building a loyal community around the brand.

In addition, engagement is greatly influenced by the type and quality of content in addition to irregular publishing. Content that appeals to the target audience and sparks attention, discussion, and sharing is said to be engaging. For a lifestyle and travel-focused brand like AirAsia Move, the potential for creative, visually appealing, and informative content is vast. Social media platforms have played a pivotal role in supporting tourism development during these turbulent times, serving as a medium for tourism organizations to interact with potential travelers, share vital safety information, and market destinations and attractions (Wahyuni et al., 2021). The expansive reach and accessibility of social media have facilitated the formulation and execution of marketing strategies within the tourism sector, enabling connections with a broader audience (Wahyuni et al., 2021). A static or generic post may not capture attention in a space dominated by vibrant visuals, storytelling, and interactive formats like polls, quizzes, or live sessions. However, if the content fails to align with audience preferences or lacks innovation, it may not generate the desired impact.

Table of Frequency of Posting on Social Media			
		Instagram	Facebook
2024	January	2	3
	February	6	6
	March	7	2
	April	5	5
	May	7	8
	June	8	9
	July	1	5
	August	7	10
	September	8	17
	October	7	11
	November	13	12
	December	15	20
2025	January	9	5
	February	0	0

Figure 4.2.1: *Table of Frequency of Posting on Social Media*

4.2.2 Inefficient System Real Time Data

An ineffective system is an important issue that may severely hinder AirAsia Move Sdn Bhd's efficiency in operation and customer satisfaction. One of the most obvious indications is the system's inability to handle high levels of traffic or transactions. If a company's digital platform, such as its website or mobile application, is not performance optimized, it may experience issues, frequent crashes, or poor load times during peak usage hours. Customers may become frustrated by such issues, abandoning purchases and losing their trust to AirAsia Move. Furthermore, a broken system may dissuade potential customers from using the platform, lowering customer acquisition and retention rates. Complying with the IS (inefficient system) often means taking the workflow impediments and resulting efficiency losses for granted, whereas workarounds have been found to result in unstable or unreliable processes or work protocol (Vincent Blijleven, 2020).

In a business like AirAsia Move, which encompasses travel, lifestyle and digital services, seamless integration between booking systems, payment gateways and customer support channels is essential.. An inefficient system might result in fragmented processes where data does not flow smoothly across departments or platforms. A customer booking a travel package might encounter issues if their payment details are not correctly reflected in the reservation system, leading to delays or errors in service delivery. Such disjointed processes not only inconvenience customers but also burden employees with manual interventions to resolve issues, reducing overall productivity. As a result inefficient systems can affect internal operations, particularly in areas like resource management and decision-making which leads to problems like employees may have redundant workflows or lack access to real-time data.

4. 3 Opportunities

4.3.1 Market Expansion

One of the opportunities that the organisation can implement is expanding its market expansion. Market expansion is a strategic move done by a company to enhance its market share, customer base, and presence, either within existing markets or by entering new ones. It entails a variety of activities and methods aimed at increasing the organization's reach, revenue, and influence in the marketplace. By analysing these organization's key strengths, such as exceptional customer service or a highly experienced team, they can obtain a competitive advantage in new markets (Geoblink, 2022). Lim Ben-Jie, Chief People Officer, Partnership & Ecosystem of AirAsia MOVE said, "This partnership with Fullsling Industrial Park represents a pivotal milestone in AirAsia MOVE's expansion strategy. As we combine our OTA expertise with Fullsling's robust infrastructure and strategic location, we are well-positioned to deliver enhanced travel experiences for Chinese consumers. We also look forward to enhancing AirAsia MOVE's competitiveness in China, paving the way for future growth and partnerships across the region through this partnership.



Figure 4.3.1 : *The Expansion Strategy with China*



Figure 4.3.2 : Lim Ben-Jie, Chief People Officer, Partnership & Ecosystem of AirAsia MOVE

4.3.2 Technology Advancements

Technological advancement like automation, AI-driven processes, and cloud computing can help to optimize workflows, eliminate manual chores, and increase overall productivity. This enables employees to concentrate on strategic initiatives rather than everyday tasks. Once an organisation has agreed to embrace a new technology, it must develop a plan for deploying it. Partnering with an IT project services team will give the organisation additional experience and resources for integrating the chosen technology. As the organisation nears the end of its development cycle, it may be beneficial to establish a pilot programme. This allows them to more quickly present the new technology to other departments inside the organisation while also working out any kinks (CR-T, 2022). By adding technological advancements, AirAsia Move could embrace these technologies effectively and gain a significant competitive edge, making them more agile, efficient, and better equipped for future challenges.

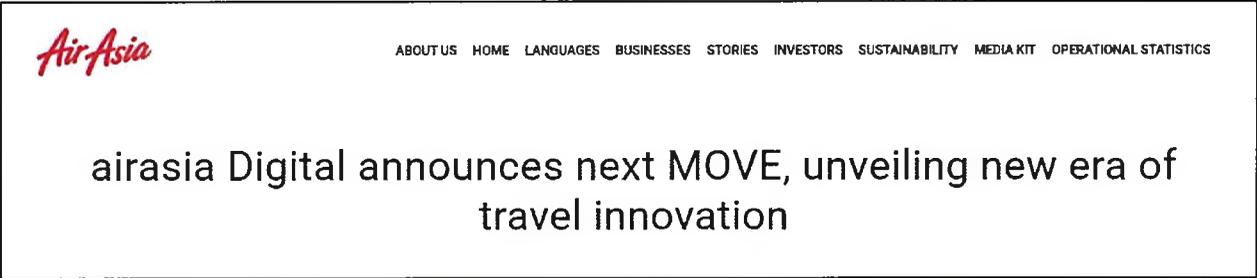


Figure 4.3.2: News from AirAsia News Room

4.4 Threats

4.4.1 Intense Competition

AirAsia Move intense competition forces businesses to constantly innovate their goods, services, and procedures in order to stay one step ahead of their competitors. Organizations are encouraged to put up their utmost effort and outperform their competitors by this competition (Indeed, 2023). Employees may experience more strain and stress in a highly competitive workplace, though, and this could have a detrimental effect on their dedication to the organization and level of job satisfaction in general (Yenku Kuo, 2023). A "zero-sum game" mentality, in which one organization's success is viewed as another's loss, might result from intense competition.

Feature/Aspect	AirAsia MOVE App	Malaysian Airlines App
Core Focus	Budget-friendly travel platform offering flights, hotels, shopping, ride-hailing, and more.	Full-service airline focusing on premium flight experiences, luxury services, and long-haul international routes.
Flight Offerings	Low-cost flights, mainly for short to medium-haul routes with affordable pricing.	Full-service flights, including long-haul international routes, with business and first-class options.
Non-Flight Services	Integrated services such as hotel bookings, shopping, insurance, local activities, and more.	Limited to flight bookings, check-ins, and some hotel/car rental services.
Loyalty Program	Big Points: Earn and redeem points across various services (flights, hotels, shopping, etc.).	Enrich Program: Frequent flyer miles with tiered benefits (e.g., lounge access, upgrades).
User Experience & Customization	Personalized travel experience, integrating flight, accommodation, and additional services in one platform.	Primarily flight-focused app with options to manage bookings, check-in, and access loyalty benefits.
Payment Flexibility	Multiple payment methods, including AirAsia's BigPay (installments, digital wallets).	Traditional payment methods with limited flexibility, mainly for flight bookings.
Target Audience	Budget-conscious travelers seeking an affordable, all-in-one travel solution for flights and more.	Travelers seeking a premium travel experience, with full-service flights and international connectivity.

Figure 4.4.1: *The competitors AirAsia Move Sdn. Bhd.*

4.4.2 Regulatory risks for data and privacy

Data privacy and security laws pose significant risks for AirAsia MOVE Sdn Bhd, as the platform collects and processes large amounts of sensitive user data, such as personal details, payment information, and travel preferences. Malaysia has enacted several legislations to control the digital activities to ensure its security and national digital agenda runs smoothly (Hamzah, Ahmad, Hussin, & Ibrahim, 2018) . Compliance to data protection laws, such as Malaysia's Personal Data Protection Act (PDPA) and Europe's General Data Protection Regulation (GDPR), is essential to preventing fines and harm to one's reputation. These rules are intended to protect users' right to privacy and mandate that businesses take stringent precautions when managing, keeping, and protecting personal information. Companies are required by GDPR to get users' express consent before collecting their data, to be transparent about how their data is used, and to give users the ability to view, edit, or remove their data. Heavy fines of up to 4% of worldwide yearly turnover or €20 million, whichever is higher, may be imposed for noncompliance with GDPR. Similarly, Malaysia's PDPA requires companies to acquire just the data necessary for defined purposes, and to provide effective data storage and protection methods. AirAsia MOVE's failure to comply with these standards might result in significant fines, legal action, and a loss of customer trust, all of which could have an impact on the company's ability to operate successfully, particularly in international markets. Ensuring data security is not simply a legislative need; it is also vital for sustaining consumer trust in the platform.

Statement on Risk Management & Internal Control (cont'd.)

RISK	MITIGATION
D. COMPLIANCE	
<p>[REDACTED]</p>	<p>[REDACTED]</p>
<p>Data Security and Privacy Violation of data privacy laws and regulations that could cause potential litigation and loss of customer confidence.</p>	<p>[REDACTED]</p>
<p>[REDACTED]</p>	<p>[REDACTED]</p>

Figure 4.4.2 : Statement from AirAsia Annual Report 2021

5.0 DISCUSSION AND RECOMMENDATION

5.1 Strengths

5.1.1 Strategic Collaborations with Local Brands

A strategic collaboration between SantanXSecret Recipe is one of the best strategic collaborations with the local brands for AirAsia. This partnership taps into the growing global demand for local and authentic experiences, making passengers feel more connected to Malaysian culture, even during their travels. Offering exclusive meals from well-known local brands not only appeals to passengers' tastes but also builds a stronger emotional connection with the brand. This sense of authenticity and exclusivity creates a competitive edge, positioning AirAsia Move as more than just a budget airline, but as a trusted brand that offers customers an enriched and culturally immersive travel experience. Collaboration and partnerships allow organisations to pool resources, share expertise, and leverage each other's strengths (Forsyth, 2024).

For the recommendation of strategic collaboration with local brands, AirAsia move can expand their collaboration with international countries in future. AirAsia MOVE boasts a large user base and rich, high-quality travel resources in Southeast Asia. The close cooperation between our two companies will provide Chinese travelers with more diverse and high-quality services for trips to Southeast Asia, while also enhancing the travel experience for Southeast Asian tourists visiting China." Beyond these initiatives, AirAsia MOVE and Tongcheng Travel will engage in user experience knowledge sharing to further optimise and leverage each other's robust platforms, aside from exploring potential inventory partnerships covering flights, hotels, and ride-hailing services, creating a robust ecosystem for travelers.

5.1.2 Adopting Innovative E-Distribution Practices Mobile Apps

According to Zou (2020), travelers prefer mobile apps that are user-friendly, compatible with their needs, and efficient in helping them complete tasks such as searching for information, purchasing services, and enhancing their travel experiences. The AirAsia Super App aligns perfectly with these preferences by offering a simple and convenient solution that meets all of these criteria. Not only does it enhance customer satisfaction by providing ease of access, but it also encourages customer loyalty by offering a holistic travel experience. Additionally, the app's ability to integrate a variety of services increases its utility, making it an indispensable tool for travelers. AirAsia Move promotes itself as a market leader by embracing cutting-edge technology and evolving its digital approach to match the expectations of today's traveler. This emphasis on digital convenience and smooth service delivery strengthens AirAsia Move's reputation as a reliable, innovative, and focused on customers firm.

For the recommendation to maximize the benefits of innovative E- distribution practices Mobile apps, AirAsia Move should adopt a multifaceted strategy that incorporates the latest technological advancements and data-driven approaches. Investing in advanced analytics and artificial intelligence can significantly enhance personalization and predictive capabilities. A recent study found that companies that leverage AI and advanced analytics in their digital marketing strategies see a 15-20% increase in marketing ROI compared to those that do not (Christina, I. D., Roselina, D., & Fenni, 2020). Businesses that use AI-powered solutions to analyze consumer data can acquire deeper insights into their target audience and deliver highly personalized content and offers, resulting in increased engagement and conversion rates. Furthermore, by evaluating massive amounts of consumer data such as booking patterns, travel destinations, and even culinary preferences, AirAsia Move can personalize its products to individual needs, increasing customer happiness and loyalty.

5. 2 Weakness

5.2.1 Inefficient system Real Time Data

An inefficient system can have a major impact on AirAsia Move Sdn Bhd's operational performance and customer happiness, especially in an increasingly digital market where smooth service delivery is critical. When a company's digital platform, such as its website or mobile app, fails to perform efficiently, it can have immediate and long-term effects. One of the primary concerns is the system's inability to handle high volumes of traffic or transactions, particularly during peak periods such as holiday seasons, promotional events, or special sales. If the digital platforms are not designed or maintained to manage this load efficiently, they may experience slow load times, server crashes, or errors. These issues disrupt the customer experience, making it difficult for users to complete transactions or access services, which leads to frustration and, in many cases, abandoned bookings or purchases. According to (Vincent Blijleven, 2020) , complying with the IS often means taking the workflow impediments and resulting efficiency losses for granted, whereas workarounds have been found to result in unstable or unreliable processes or work protocol.

For the recommendation to overcome the issues related to an inefficient system and the inability to handle real-time data, upgrading the infrastructure to a scalable, cloud-based solution is a highly effective approach. Cloud computing has become a powerful and revolutionary force changing how computing resources are provided in today's digital age.. By migrating to cloud services, AirAsia Move can significantly enhance the performance and reliability of its digital platforms. Cloud computing offers the flexibility to scale resources based on traffic demands, ensuring that the system can handle peak loads without slowdowns or crashes (Yunlong, 2024). Additionally, cloud-based platforms allow for real-time data processing and faster access to critical information, enabling quicker decision-making and the ability to address technical issues as they arise. With built-in redundancy, cloud infrastructure also offers increased reliability, ensuring minimal downtime and a more seamless experience for customers. This solution would not only resolve the inefficiencies caused by high traffic but also provide a more robust and adaptable system capable of supporting future growth.

5.2.3 Lack Of Online Promotion

A lack of online promotion poses a significant challenge for AirAsia Move Sdn Bhd, particularly in today's highly competitive and digitally driven market. Social media sites like Facebook, Instagram, TikTok, and Twitter are vital avenues for businesses to interact with their followers, provide updates, and establish a connection with their audience. Without consistent updates and interesting material, AirAsia Move runs the danger of being less visible in the congested digital market, where competitors with a strong social media presence are more likely to attract consumers in the target audience. Beyond changing our way of conducting social life, social media provides world of marketing with unprecedented opportunities and "also have a huge impact on corporation, where they have realized that without a correct plan and social media strategy they have no chance to stand out in the rapidly changing digital freedom, (Kumar, 2023).

For the recommendation to overcome the issue of lack of online promotion by leveraging the full potential of platforms like Instagram, Facebook, TikTok, and Twitter, AirAsia Move may improve its exposure and maintain relationships with both present and potential clients by utilizing the full potential of social media sites like Instagram, Facebook, TikTok, and Twitter in order to address the problem of weak online promotion. To increase its reach and draw in new followers, the business should spend money on influencer partnerships and focused advertising campaigns in addition to posting frequently. In addition to promoting user-generated material, interacting with customers through interactive elements like polls, live sessions, and customer feedback will help build a sense of community. By providing informative, educational, or entertaining content, businesses can attract potential customers and keep them engaged throughout the buyer's journey (Aaron, 2024). This proactive approach will not only boost brand awareness but also help in building a loyal customer base, increasing engagement, and positioning AirAsia Move as a dynamic, customer-centric brand in the digital space.

5.3 Opportunities

5.3.1 Market Expansion

One of the opportunities that the organisation can implement is expanding its market expansion. Market expansion is a strategic move done by a company to enhance its market share, customer base, and presence, either within existing markets or by entering new ones. It entails a variety of activities and methods aimed at increasing the organization's reach, revenue, and influence in the marketplace. The marketing strategy you've been using domestically may not work globally. It's a skill to be able to build a consistent brand image while making sure you're connecting with and being respectful of local market preferences (Forbes, 2024)

Recommendation to market expansion is by understanding market needs, consumer behaviour, and competitive landscapes can guide strategic decisions and entry strategies. As the search results indicate, market research plays a vital role in developing a robust market expansion strategy. Businesses should conduct comprehensive market research to understand customer demographics, preferences, and behaviours in potential target markets (Jake, Brereton, 2022). By gaining deep insights into the target market, companies can identify untapped opportunities and make informed decisions about their expansion plans (Lucas, N., 2023) Additionally, investing in localized marketing campaigns can drive brand awareness and customer acquisition in new markets. "Successful market expansion strategies require a deep understanding of customer preferences, needs, and trends" (Hemingway, J., 2023). By conducting market research and analysing customer data, businesses can identify emerging trends, anticipate customer demands, and tailor their products or services to meet those needs. This customer-centric approach is crucial for gaining a competitive edge and building strong customer relationships in the new market." Tailoring marketing and messaging to the local culture and preferences is key to effectively reaching and resonating with new customers.

5.3.2 Technological Advancement

Technological advancement like automation, AI-driven processes, and cloud computing can help to optimize workflows, eliminate manual chores, and increase overall productivity. This enables employees to concentrate on strategic initiatives rather than everyday tasks. Once an organisation has agreed to embrace a new technology, it must develop a plan for deploying it. Partnering with an IT project services team will give the organisation additional experience and resources for integrating the chosen technology. As the organisation nears the end of its development cycle, it may be beneficial to establish a pilot programme. This allows them to more quickly present the new technology to other departments inside the organisation while also working out any kinks (CR-T, 2022).

For the recommendation investing in digital transformation initiatives can significantly enhance operational efficiency and competitiveness. Implementing a technology strategy that aligns with overall business objectives can lead to increased operational efficiency, competitive advantage, and the ability to scale. Secondly, adopting advanced data analytics can provide valuable insights into customer behavior, market trends, and operational performance. By leveraging data analytics tools, organizations can gain a deeper understanding of customer behavior, identify areas for optimization, and make more informed strategic decisions (Dagny Dukach, 2022). Additionally, organizations should prioritize investing in employee training and development to ensure they have the necessary skills to effectively utilize new technologies. This includes providing training on specific software and tools, as well as broader digital literacy programs to help employees adapt to the changing technological landscape.

5.4 Threats

5.4.1 Intense Competition

Intense competition forces businesses to constantly innovate their goods, services, and procedures in order to stay one step ahead of their competitors. Organizations are encouraged to put up their utmost effort and outperform their competitors by this competition (Indeed, 2023). Employees may experience more strain and stress in a highly competitive workplace, though, and this could have a detrimental effect on their dedication to the organization and level of job satisfaction in general (Yenku Kuo, 2023). A "zero-sum game" mentality, in which one organization's success is viewed as another's loss, might result from intense competition.

The recommendation is to differentiate their offerings by focusing on unique value propositions and innovative features. Differentiation is a key competitive strategy that involves creating unique and superior products or services that customers are willing to pay a premium for (AG D. L., 2024). This aligns closely with the value proposition section of the Business Model Canvas, which outlines the unique benefits customers receive. Another strategy is to enhance customer loyalty through exceptional service and personalized experiences. Building strong customer relationships and improving service quality can increase customer retention and reduce the likelihood of customers switching to competitors. By providing outstanding customer service, companies can differentiate themselves from competitors and create a loyal customer base that is less likely to be swayed by price wars or imitation products. This involves training employees to deliver friendly, knowledgeable, and efficient service, as well as empowering them to resolve customer issues quickly (Olive, J., 2021). Pursuing multiple avenues simultaneously, companies can create a layered defense against competitive threats and position themselves for longterm success.

5.4.2 Regulatory Risks For Data And Privacy

Regulatory risks for data and privacy are significant risks for AirAsia MOVE Sdn Bhd, as the platform collects and processes large amounts of sensitive user data, such as personal details, payment information, and travel preferences. Malaysia has enacted several legislations to control the digital activities to ensure its security and national digital agenda runs smoothly (Hamzah, Ahmad, Hussin, & Ibrahim, 2018) . Compliance with data protection regulations, such as the General Data Protection Regulation (GDPR) in Europe and Malaysia's Personal Data Protection Act (PDPA), is crucial to avoid legal penalties and reputational damage. These regulations are designed to safeguard users' privacy rights and require companies to implement strict measures for handling, storing, and securing personal data Under GDPR, companies must obtain explicit consent from users before collecting their data, ensure transparency about data usage, and provide users with the right to access, modify, or delete their data. Non-compliance with GDPR can result in heavy fines, up to 4% of global annual turnover or €20 million, whichever is higher. Similarly , Malaysia's PDPA requires businesses to only gather information required for particular reasons and to make sure that it is stored and protected appropriately. Any violation of these rules could result in significant fines, legal action, and a decline in customer confidence for AirAsia MOVE, all of which could affect its capacity to conduct business as usual, particularly in global markets. In addition to being required by law, ensuring data security is essential for preserving user trust in the platform.

A recommendation for AirAsia MOVE Sdn Bhd to overcome data privacy and security issues is to put strong cybersecurity and data encryption procedures in place to address data privacy and security concerns. To guarantee data security during transmission, end-to-end encryption is used for sensitive client data, including payment and personal information. A site that reports data breaches incidents worldwide, on Nov 19 the threat actors, who were the topic of a recent US Cybersecurity and Infrastructure Security Agency alert, informed DataBreaches that they obtained the personal data of 5 million unique passengers and all employees (Surin, The Edge Malaysia, 2022). To further guard against cyberattacks, the AirAsia Move should implement multi-factor authentication (MFA) and update its security procedures on a regular basis. According to the Cybersecurity and Infrastructure Security Agency (CISA), one of the best methods for safeguarding private information is encryption, which keeps unwanted access at bay even in the event that the information is intercepted. To find and fix any possible flaws in the system, regular

vulnerability assessments and penetration tests should be carried out. AirAsia MOVE may lower the risk of data breaches and guarantee the security of user information by investing in cutting-edge cybersecurity solutions and taking a proactive approach to data protection. .

6.0 CONCLUSION

To summarize, my industrial training at AirAsia Move Sdn. Bhd., which runs from August 12, 2024 to February 11, 2025, is a wonderful experience that allows me to study the department. Control towers play an important role in ensuring that multiple corporate domains run smoothly and efficiently. The control tower serves as a centralized location for controlling and supervising the coordination of multiple systems, processes, and departments. Its primary responsibilities include tracking operational performance, monitoring real-time data, and responding quickly to any issues or issues that may occur. This involves ensuring a smooth travel experience, monitoring customer service operations, and ensuring that technology platforms like the AirAsia Super App function efficiently. The control tower also plays a vital role in decision-making by consolidating information from many departments and providing actionable insights to improve the quality of service, eliminate inefficiencies, and increase customer happiness. By maintaining oversight and control, the tower allows AirAsia Move to dynamically respond to challenges, optimize resources, and remain competitive in a competitive market. Finally, the control tower guarantees that all aspects of the business are linked, resulting in improved operational efficiency, faster decision making, and a better overall customer experience.

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8.0 APPENDICES

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Booking Period: Now - 31 Mar 2025
*Min. spend RM300. T&C apply.

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8% OFF your ticket to all of Asean!
The hidden gems in the region are waiting to be explored. Use code EXPLOREASEAN at checkout now.

Feedback

Appendices 8.1: AirAsia Move Website

MOVE App Play Purchases Check-in Flight status FAQ Promotions EN / MYR Log In/Sign up

Be an airasia member today to enjoy all these and more!

- Pre-save your card details for faster one-click payment with @Checkout
- Pay for your flights & add-ons with airasia points for further savings
- 24-hour members-only priority access to sales
- Manage your upcoming flights & pre-book add ons with MyBookings
- Full flight redemption for free flights
- Exclusive access to monthly sales

And many more benefits!

Illustration of a traveler with a backpack and suitcase.

Appendices 8.2: Offering services from Website



Appendices 8.3: *A photo with my team members*