

UNIVERSITI TEKNOLOGI MARA

REDESIGNING CORPORATE IDENTITY  
THAT LEADS INCREASING SALE  
CASE STUDY : BERJAYA AIR SDN BHD.

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JANUARY 2013

## **AUTHOR'S DECLARATION**

I declare that the work in this academic writing was carried out in accordance with the regulations of University Technology MARA. It is original result of my own, unless indicated or acknowledged as referenced work. This academic writing has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

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Signature of Candidate's        :

Date                                        :

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January, 2013

## INTRODUCTION

This chapter will explain about the research background, problem statement, and objectives of the research, scope of the research, limitations of the research, significance of the research and overview of the research.

Since the birth of flight in 1903, air travel has emerged as a crucial means of transportation for people and products. The hundred-plus years following the invention of the first aircraft have brought about a revolution in the way people travel. The airline business is a major industry, relied upon by millions not only for transportation but also as a way of making a living. Airplanes were around the first few years of the 20th century, but flying was a risky endeavor not commonplace until 1925. In this year, the Air Mail Act facilitated the development of the airline industry by allowing the postmaster to contract with private airlines to deliver mail. Shortly thereafter, the Air Commerce Act gave the Secretary of Commerce power to establish airways, certify aircraft, license pilots, and issue and enforce air traffic regulations. The first commercial airlines included Pan American, Western Air Express and Ford Transport Service. Within 10 years, many modern day airlines, such as United and American, had emerged as major players. In 2001, the industry dealt with the effects of another economic downturn, as business travel decreased substantially while labor and fuel costs increased. The events 9/11 greatly magnified the airlines' issues, leading to a sharp decline in customers and significantly higher operating costs. Losses continued for years; the industry as a whole didn't return to profitability until 2006. A relatively stable period followed, although controversies arose over service quality and passenger treatment in terms of flight delays, particularly those involving planes waiting on the runway. In 2010 and 2011, the U.S. Department of Transportation issued a series of rules mandating that the airlines provide adequate modifications for passengers in extenuating circumstances.

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