



***TIGER AIRWAYS'S STRATEGIES AND COMPETITIVE
ADVANTAGE***

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**Submitted in Partial Fulfillment of the Requirement for
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**FACULTY OF BUSINESS MANAGEMENT
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BANDARAYA MELAKA**

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BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
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FACULTY OF BUSINESS MANAGEMENT
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“DECLARATION OF ORIGINAL WORK”

I, Lailatul Fahmi b. Abu Bakar (891130065403)

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 my independent 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: _____

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LETTER OF SUBMISSION

3th July 2013

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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper title “**TIGER AIRWAYS’S STRATEGIES AND COMPETITIVE ADVANTAGE**” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA, Bandaraya Melaka.

Thank you.

Your sincerely,

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ABSTRACT

Firstly, the purpose of this research is to identify strategies used by Tiger Airways in highly competitive airlines market. In addition, this research also to determine the competitive advantage gained by Tiger Airways in the airline industry. This research focused on the low cost airlines industry and narrow to the airlines company based in Singapore. This research used Porters' 5 Forces as a determination of strategy in order to identify the internal capabilities of Tiger Airways in airlines industry. Furthermore, to construct the competitive advantage of Tiger Airways, this research use value chain analysis and critical success factor analysis. By using this analysis, the core competencies of Tiger Airways can be defined.

In the other hand, the method that being used for this study is by using secondary data and all the data collected is gathered through reading. The data being analyzed by gap analysis and comparison between general practice in airlines industry and Tiger Airways itself. This analysis will be explained and presented in findings of this report.

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