

AN ANALYTICAL REVIEW ON PASSENGER LOAD AND
MARKET PATTERN OF PELANGI AIR SDN. BHD

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ABSTRACT

Pelangi air was set up to fill the gaps left by Malaysian Airline. Started operation with two Twin-Otter aircrafts, Pelangi Air is now owns three Dornier 228-200K aircrafts which can accommodate 19 Passenger each.

Being a small airline, the company measured the growing rate through the development in the number of passenger carried and load factor. It realises the important of high load factors and good yield management.

This research attempts to trace Pelangi air growth since it started operation in 1988. It analyse the pelangi Air passenger growth by evaluating the passenger load and load factors for five selected routes.

A market survey was carried out to determine the market perceptions towards the services provided by the airline. It is hope that the finding of the analysis and market survey can help determine Pelangi Air growth in the coming years.

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TABLE OF CONTENTS

CONFIDENTIALITY	i
ABSTRACTS	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	iv
LIST OF TABLES	v
LIST OF MAPS & DIAGRAM	vi
LIST OF ABBREVIATIONS	vii
AIRLINE CODES	xi
	PAGE

CHAPTER ONE

INTRODUCTION

1.1 Introduction	1
1.2 Objectives	2
1.3 Problem Statements	4
1.4 Hypothesis	5
1.5 Methodology	6
1.5.1 Primary Data	6
1.5.2 Secondary Data	7
1.6 Scope And Limitation	9