



اَوْنِيُوْرْسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI TEKNOLOGI MARA  
CAWANGAN KELANTAN

# **ORGANIZATIONAL BEHAVIOUR PRESENTATION REPORT LEADERSHIP AND MOTIVATIONAL**

*Air Asia*  
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## **1. The overview of Air Asia**

Founded in 2001, AA started its business journey as a low cost air carrier in Malaysia .Over the last four years, AA has experienced a sensational financial growth from RM 86 million debts (March 2000) to RM 161 million credit (September 2004) as shown in company financial report. By the year 2005, AA already had 16 modern Boeing 737 jets. They have been operating in six countries and serving more than five million customers.

The leading low fare airline in the Asia - AirAsia has been expanding rapidly since 2001, to become an award winning and the largest low cost carrier in Asia. With a fleet of 72 aircrafts, AirAsia flies to over 61 domestic and international destinations with 108 routes, and operates over 400 flights daily from hubs located in Malaysia, Thailand and Indonesia. To date, AirAsia has flown over 55 million guests across the region

### **1.1. AIRASIA Mission**

- To be the best company to work for whereby employees are treated as part of a big family
- Create a globally recognized ASEAN brand
- To attain the lowest cost so that everyone can fly with AirAsia
- Maintain the highest quality product, embracing technology to reduce cost and enhance service levels

### **1.2.Vision**

To be the largest low cost airline in Asia and serving the 3 billion people who are currently underserved with poor connectivity and high fares.

## **2. Inside Air Asia**

This chapter analyzed the firm's *value chain* and their organizational strength. It identified the most significant resources and capabilities that formed AA's competitive advantages.

## **2.1 Ceo and leader of the airasia company**

Dato Tony Fernandes born in Kuala Lumpur to a Goan father and Malacca Portuguese mother, Dato Fernandes is the son of the late Stephen Edward Fernandes, and Ena Dorothy Fernandez. When he was young, he used to follow his mother, a businesswoman, to tupperware dealer parties and conventions.

He was educated at Empson College 1977-83 and then graduated from the London School of Economics in 1987. He worked very briefly with Virgin Atlantic as an auditor, subsequently becoming the financial controller for Richard Bronson, Virgin Records in London from 1987 to 1989.

Tony was admitted as Associate Member of the Association of Chartered Certified Accountants (ACCA) in 1991 and became Fellow Member in 1996.

Tony Fernandes' perspective is, in building this significant regional brand, Tony has always subscribed to the belief that communications to the employees has to be clear, consistent and appropriate to the corporate culture. "The first thing that I did was to remove the punch-clock" says Tony. "When you treat the staff as a number, they'd also behave like a number, punching out on the dot!" he pointed out. So how does he impose time discipline, I asked. "Simple, peer pressure sees to that," says Tony. "The fellow employees who are putting their shoulders to the wheel, will see to that!" he adds.

In her view, the role of the employees in strengthening the corporate image is one that should not be overlooked by Malaysian companies desirous of building up a global brand. Their full and cooperative effort and support can go a long way towards shoring up the company's image, especially in a crisis. This explains why the well-branded corporations and products such as the global motor vehicle brands such as BMW, Honda and Mercedes are able to withstand the storm of crisis and product recalls. Air Asia itself handled the ultimate crisis of a plane running aground at the KK airport recently admirably due to their employees working round the clock to resolve the issue.

### **3. leadership in airasia**

From the Tony Fernandes perspective we can know he is a charismatic leader whose target is very clear. He is focusing on the services of AirAsia and also focusing on employees too.

Tony was awarded the Malaysia Brand Icon Award

from Deputy Prime Minister YAB Dato' Seri Najib Tun Razak at the Global Brand Forum. This showed that the leader of the AirAsia group is a very charismatic person and a very clear vision person.

This means regardless of our different cultures and nationalities, AirAsia subscribes to the same values and practices where each of us strives to provide our guests, shareholders and colleagues with a service that is uniquely AirAsia throughout the region.

AirAsia's Corporate Culture unit was established for this very purpose. It plays a pivotal role in instilling the Company's values and practices, as well as fostering cross-cultural understanding and appreciation. AirAsia's approach is to simplify practices, promote a cost-efficient environment, and produce high-quality products and services with the underlying focus of safety first and safety always.

AirAsia believes that the success of AirAsia is a result of togetherness. Hence, through the implementation of specially customised programmes like employee orientation, "AirAsia United" team building and regular visits to all the stations, the company vision, values and latest happenings are shared with each employee. Everyone has the opportunity to meet other employees from different departments and different countries for the purpose of sharing their experiences, exchanging ideas, and ultimately achieving the valuable bond that reflects our simple philosophy – one AirAsia.