

# **ENT 600**

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## **CASE STUDY: AIRASIA BERHAD**

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## **EXECUTIVE SUMMARY**

This case study report was done to examine the business of Air Asia in terms of work forces, marketing, financials, operations and technology. This report was also done to analyze the problem confronted by Air Asia in maintaining their service as a low cost airline in these past years.

From the findings, Air Asia is in fact receiving many complaints from customers that are not satisfied with their service. This problem can be divided into two problems, major problem and minor problem. Firstly, the customers are not allowed to change their flight schedule unless they pay for the extra charges. Besides, the seating space inside the cabin is small leading to an uncomfortable feeling when the customer wants to rest for a long flight duration. In further observation, lack of choices of entertainment on board is also a concern as the customers need to pay for more entertainment programs.

Therefore, this case study report will evaluate Air Asia in these aspects as well as the problems it faces to conclude that Air Asia Berhad can be an ideal candidate that can meet the current challenge by the market and satisfy new demands.

## **1.0 INTRODUCTION**

This case study report is obtained through ratio analysis, regarding the human resource, marketing, operations, technology, and financial stability of Air Asia Berhad during the year ~~2012-2016~~. This report will emphasize more on the work forces, business, operations, technology, credit management and inventory management and also highlighting the capability and weaknesses while giving some explanations for the changes observed in the report. This study will criticize the prospects of the company and make suggestions that would enhance the current performance of Air Asia Berhad to satisfy the customers demand. While these observations have limitations, it will be noted and will be explained with the statement of cash flow and catalog that could improve the analysis.

## **2.0 COMPANY INFORMATION**

### **2.1 BACKGROUND**

Air Asia Berhad is a Malaysian low-cost airline headquartered near Kuala Lumpur, Malaysia. It officially founded in 1993 and began its operation on 16 November 1996. This airline provides a domestic and international flight to more than 165 destinations. Nowadays, Air Asia Berhad has four subsidiaries which are Air Asia X, Indonesia AirAsia, Indonesia AirAsia X and Thai AirAsia. This airline company has almost six hubs, with the main hub at Kuala Lumpur International Airport.