



**EXPLORING THE BUSINESS SUSTAINABILITY OF
AEROSYSTEM TRAVEL & TOUR (M) SDN BHD**

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ABSTRACT

A good public transportation should concern about the system with time-bound schedules, reliable services, comfort, competitive travel times and affordable prices, are some of the required traits for providing sustainable transport services and customers satisfaction. Hence this research paper is to exploring the business sustainability of Aerosystem Tour & Travel (M) Sdn Bhd. The methodology used in research is qualitative. One set of question was prepared for interview the respondents. The two respondents are from the company team. The first respondent is a staff from the customer service department and another one is a ticket seller. The result shows the comfortable and safety is the point of the customer satisfaction. The trust from the top manager towards the employees to solve the problem in the company is needed. Aerosystem Tour & Travel (M) Sdn Bhd provides the transportation service all over Malaysia including *Utara and Pantai Timur*. To ensure the safety and the punctuality Mayang Sari use the computer system called vehicle tracking system ease to control the speed of bus and the location. Besides, there is a gap because Mayang Sari does not provide the extra facilities for the disabled people as a comfort. Mayang Sari always updates their trip schedule to avoid the cancelling trip and there is no gap. Add, Aerosystem Tour & Travel (M) Sdn Bhd use the computer system as a first step in solution finding to solve the accident problem.

CHAPTER 1

INTRODUCTION

1.1 Background of study

This study is to find the problem exist in Mayang Sari especially in which business that the researchers have had experience during the period of internship program that will affect the organization. Researchers found the problem exist by observing the situation during the practical session. The most obvious problem is about the customer awareness and loyalty towards the Aerosystem Tour & Travel transportation service. What I get during the practical session is Aerosystem Tour & Travel not do the advertising for their service but the customers still aware with Mayang Sari and choose Mayang Sari service.

As a researcher I conduct this study to explore about the marketing strategy that Aerosystem Tour & Travel implement for their business. Marketing strategy is the important part to ensure of sustainability of the company in market.

According to AlirezaAmini, Mahdi Darani, 2012, when a firm is implementing a unique value creating strategy which any the current or potential competitors do not implement it at the same time and when these other firms are unable to duplicate the benefits of this strategy when a firm has a sustained competitive advantage. To sustain the business in the limited market the firm needs the best marketing strategy as the way.

Based on the citation Carl Obermiller (USA), Chauncey Burke (USA), April Atwood (USA), 2008, achieving a position that is different, desirable, and defensible are the goal of the marketing strategy need to attain. Add, citation from Carl Obermiller (USA), Chauncey Burke (USA), April Atwood (USA), 2008, the firms that willing to delivering the most satisfaction will influences them to buy. To achieve competitive