

Analysis of Stewardess Training of Executive Coach
with reference to Semai Impian Sdn. Bhd.

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(Transport)

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PREFACE.

In this thesis, I will stress on the stewardess's training because of their importance as one of the backbone of the operation. By using them, the services can be provided efficiently in the cabin to the passengers. These will make the Executive Coach to be the priority among the various public transportation which can provide a high quality service.

Thus, to increase the level of services, the training programme should be implemented to upgrade the stewardess's knowledge and skills. The training programmes not only teach them how to give a good service, but it is also can motivate the stewardesses to work in more dedicated, clean and clearer environment.

The company is having difficulties in operating their business due to the stewardess's attitudes toward their work.

This thesis also will discuss more on the training and the problems arising from the stewardess through interviews and questionnaires. It will also describe the recommendations towards reducing the problems.