

Thai Airasia aircraft selection

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Abstract

Thai Airasia is the leading Thai low-fares airline with the vision of being the leading low-fares airline in the region. Providing to guest lower fares, quality service, safety and reliability we serve without compromising our level of service. Besides, we have mission to operate cost efficiency in order to revolutionise air travel and open up opportunity that “Now Everyone Can Fly”. Thai Airasia focuses on providing high-frequency service on short-haul, point-to-point international and domestic routes. Hubs in Bangkok (Don Mueang International Airport). This gives us access to population in Southeast Asia, India, and southern part of China. Thai Airasia provides service to passengers who are leisure air travel passengers and also the business travellers by primarily considering of airfares and on-time performance.

Keywords: “Airbus”, “Aircraft”, “Thai Airasia”.

Introduction

Our business model is based on that of AirAsia Berhad (AAB), who operates a low-fares airline under the “AirAsia” brand in Malaysia. The Company believes our simple single-class; single type fleet configuration, point-to-point operations, high aircraft utilisation, scale, distribution channels, AirAsia Big Loyalty Programme, and extensive route network provide us with a cost advantage over other Thai airlines and one that compares favourably with other low-cost carriers (LCC) around the world. Our cost advantages, lower fares, strong branding and marketing, as well as, reliable service have enabled us to continuously expand our operations since our inception in 2004.

Thai Airasia was established in 1993 by DRB-Hicom, a Government-owned conglomerate. Thai Airasia is the leading Thai low-fares airline with the vision of being the leading low-fares airline in the region. Providing to guest lower fares, quality service, safety and reliability we serve without compromising our level of service. Besides, we have mission to operate cost efficiency in order to revolutionise air travel and open up opportunity that “Now Everyone Can Fly”. Thai Airasia focuses on providing high-frequency service on short-haul, point-to-point international and domestic routes within the four-hour flight time from our hubs in Bangkok (Don Mueang International Airport).

Thai Airasia provides only one class flight service from the fleet comprising only one Airbus A320 aircraft. Which has income from the provision of Schedule Passenger Services (ticket sales) and from ancillary services (such as baggage registration Seat selection Seat reservation and change of reservation, sale of food, beverages and products on the plane, etc.) Thai Airasia believes in the nofrills, hassle-free, low fare business concept and feels that keeping costs low requires high efficiency in every part of the business. Thai AirAsia offers its services under fleet of all brand new Airbus A320 aircraft in every flight. It will continuously take delivery of new aircraft into the fleet on an average of 5 aircraft till 2018. This would allow Thai Airasia to provide customers with enhanced services in all of its flights with maximized safety from its brand new aircraft fleet

Research Methodology

To study the criteria of choosing aircraft

The current issues in Thai Airasia Company are more focused in the competition of the cost among an airplane industry. AirAsia as an industry company which is more focusing in the low cost carrier airplane industry need to consider to make the lowest possible cost to compete with the other competitors in their airplane industry, so the airline rapidly expanded its domestic and international route network, the airline has doubled its number of destinations to utilising a fleet of Airbus A320 aircraft, as can fly in a short haul and this fleet suitable for their passenger per flight, also affect to reduce fuel.

Thai Air Asia Company Use 35 Airbus A320 aircraft, which use the engine type CFM56-5. Is the Airbus A320 model and the engine type CFM56-5 only. The only type that results in Thai AirAsia There is a risk of facing any problems. Caused by such aircraft and engines by Thai AirAsia May be adversely affected if a design flaw is discovered or a problem with the engine of the Airbus A320 or CFM56-5 type engine. Thai AirAsia must be parked in order to correct the defect or problem. However, the Airbus A320 is an aircraft that has been trusted in the aviation industry since 1988. Thai Air Asia has assessed the risk of such aircraft being faced with problems. Design or engine problems by considering the history of such aircraft with high safety and low service.

The Airbus A320 is an aircraft that has been proven to be reliable in providing short-haul routes with number of flights. By using all the same aircraft in flight Will make the cost for spare parts and training reduced by all Airbus A320 aircraft of Thai AirAsia There is only one seat type with a capacity of 180 seats. As of 31 December 2013, the average life of the aircraft of Thai AirAsia is 3 years and 1 month and has an average of 11.7 hours per aircraft per day.

Fuel

Fuel is the main component of costs for various airlines. By the fuel cost of Thai AirAsia in 2011, 2012 and 2013 amounted to 6,405.8 million baht, 7,861.2 million baht and 9,386.3 million baht, equivalent to 44.0%, 44.4% and 43.4% of total operating costs and expenses of Thai AirAsia

respectively. Thai AirAsia Company Buy fuel mainly from PTT and Shell of Thailand. Which has oil prices. The fuel that adjusts the benchmark according to the average reference price of the MOPS (Mean of Platts Singapore: MOPS). The fuel price of the aircraft is highly volatile depending on the economic and geopolitical factors of the world. Thai Air Asia Company Therefore deploying a variety of fuel management strategies to manage the risk of fuel prices by Thai Air Asia joins the AAB transaction in hedging contracts in order to manage the risk of fuel price movements in the world market.

To study aircraft information airbus 320.

Thai Airasia offers its services under fleet of all brand new Airbus A320 aircraft in every flight. It will continuously take delivery of new aircraft into the fleet on an average of 5 aircraft till 2018. This would allow Thai AirAsia to provide customers with enhanced services in all of its flights with maximized safety from its brand new aircraft fleet.

Thai Airasia is the first airline to use the Airbus A320 as a model with a special device called "Sharklets" attached to the wing tip. Which is effective in helping to reduce drag on the plane Making it possible to save more fuel in flying. Thai Airasia is the first airline to use the Airbus A320 as a model with a special device called "Sharklets" attached to the wing tip. Which is effective in helping to reduce drag on the plane Making it possible to save more fuel in flying.

Thai Airasia Started with 2 Boeing 737-300 machines, serving commercial routes Point-to-point The first route in Bangkok - Hat Yai, on 4 February 2004, has now continuously expanded both domestic and international routes. And discharging all Boeing aircraft by switching to Airbus 320, which can accommodate 180 passengers (Thai Airasia flights That takes less than 4 hours to travel) Thai Airasia uses the Airbus A320-200 aircraft, capable of carrying 180 passengers, which is based in 188 airports. Each aircraft has an average life of only 3.5 years. "A320 neo" is a new model that can hold 186 passengers.

The A320 includes a wide single-aisle cabin of 155.5in (3.94m). It has large above head bins including fly-by-wire technology. A spacious cargo hold is provided. The aircraft is fitted with large doors to help in loading and unloading of goods. It also consists of an ECAM (electronic centralized aircraft monitor) which gives information about the aircraft systems to the crew. Most of the A320s can be improved and upgraded to improved avionic measures. The ECAM helps in keeping the aircraft improved and upgraded even after 20 years in service. The new winglets named "sharklets", produced by Korean Air Aerospace, are being added to A320 family from 2012. These will reduce fuel usage by approximately 3%. These will also increase the payload to 500kg and increase the range of the aircraft by 100nm at the actual payload. This also in turn reduces CO2 of 700t for each aircraft annually.

Flight deck

The flight deck is fitted with two seats, one for each pilot, with primary flight and navigation displays for the Thales / VDO electronic flight and information system, (EFIS). The primary flight display shows speed, altitude and heading data. In the centre section between the pilot's and copilot's instrument displays are two Thales / VDO electronic central aircraft monitor displays. The aircraft is the first subsonic commercial aircraft to be fitted with fly-by-wire controls. Instead of having a central control column and aileron wheel, each pilot has a sidestick controller. The fly-by-wire system is supplied by Thales / SFENA. The digital fly-by-wire system is controlled by five dedicated computers. All the primary and secondary flight controls operate by a combination of electronic signalling and hydraulic jacks. Very high safety standards were built into the flight control systems, including extensive system redundancy. Flight envelope protection is embedded in the flight control system that will not allow manoeuvres to exceed the aircraft's structural and aerodynamic limitations. It is, for example not possible for the aircraft to exceed the designated limits nor to fly beyond the maximum operating speed for longer than a few seconds. The aircraft's flight speed is maintained above the stall speed even if the pilot were holding the sidestick fully back, and the throttles are automatically opened to achieve a successful positive climb.

Engines

The aircraft is offered with two IAE V2500 engines or two CFM International CFM 56-5 developing 111kN to 120kN. The fuel tanks have a capacity of 23,860l giving the aircraft a range of 5,000km with the maximum number of passengers. A320neo is a new engine option for A319, A320 and A321 models of the A320 family. It is expected to enter service in October 2015. It features two tons of additional payload, 500 nautical miles of additional range and better control of engine noise and emissions. The new engine options will include CFM International LEAP-X and Pratt & Whitney PW1100G. The new engines will deliver 15% more fuel savings.

Conclusion

Thai Airasia, cheap airline Pioneer in tourism and technology With continuous innovation in aviation Thai Airasia provides only one class flight service from the fleet comprising only one Airbus A320 aircraft. Thai Airasia, the first airline that uses the Airbus A320, is a model with a special device called "Sharklets" attached to the wing tip Which is effective in helping to reduce drag on the plane Making it possible to save more fuel in flying.

Discussion and Recommendation

Thai Airasia is distinguished by its unique flight characteristics, with a reasonable price due to cost savings in social operations. From the cost being controlled in all methods And the organization culture that is professionally managed Makes Thai AirAsia For a few years, Thai Air Asia has been recognized as the best low cost airline in Asia.

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