

The uniform of Qatar and Emirates

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Abstract

In this moment, traveling in air is more popular and easy than before. There are many different airlines in airline aviation. Even important thing in aviation is aircraft, but important as well is reception and service staff. The goal of airline is what should we do to support the Company's outstanding, Is unique among its competitors in the same industry. Create the image.

Like the poster. Whether your employees are out the customer can see the name of the company or from staff uniforms, they. Make an airline known as the common people, and in the image of airlines. In addition, uniforms also help employees, and the airline has the image of a pro, which is what customers expect, as.

Key words : Airlines , Identity , Uniform, Unique

INTRODUCTION

For about the uniform that like a identity of airlines, I choose two of airline that in “26 Airlines Around The World With The Best Cabin Crew Uniforms”. One is Emirates and second is Qatar. For Emirates female staff are now wearing an elegant mushroom coloured suit, with a chocolate and red pinstripe. A cream blouse has been trimmed with red for the cabin crew and cream for the pursers. Hats also differentiate the staff with crew wearing red and pursers sporting a chocolate brown.

An inverted pleat on the skirts shows a flash of red when the ladies are walking, further enhancing the brand recognition. In Qatar Flight attendants for Qatar Airways wear sleek jackets with high collars.

In addition to maroon or dark gray uniforms, crew members on Qatar Airways flights also wear black heels.

Two of this is an example of uniform in airlines industry that always update their uniform modern.

OBJECTIVE

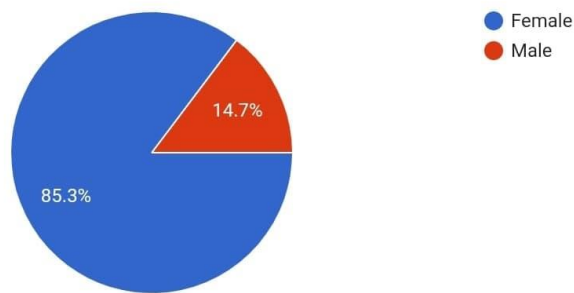
- To find the overview of people opinion about uniform.
- To find the characteristic of Qatar and Emirates

Research Methodology

From most of people who come to do survey is female and age range is around more than 30 years old

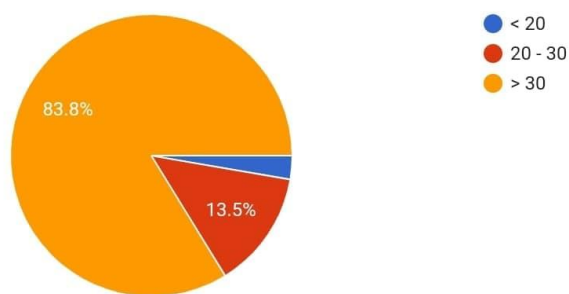
Your genders

คำตอบ 34 ข้อ



How old are you?

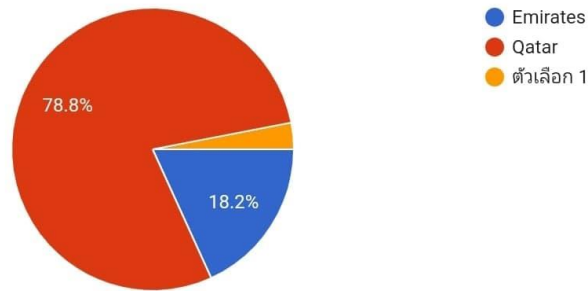
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This research I do about two of airlines that always update their uniform one is Emirates second is Qatar. From this survey most people like Qatar uniform more than emirates but this survey is only Thai people view.

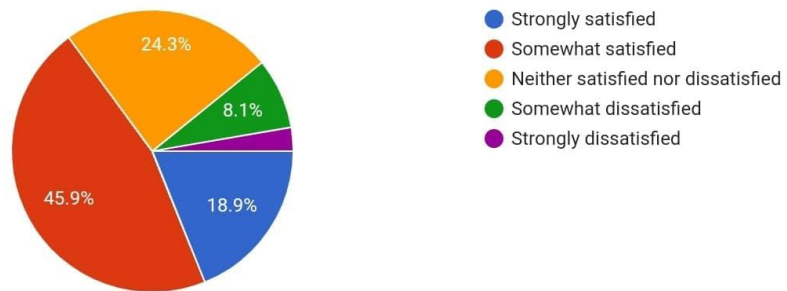
Which of uniform you like

คำตอบ 33 ข้อ



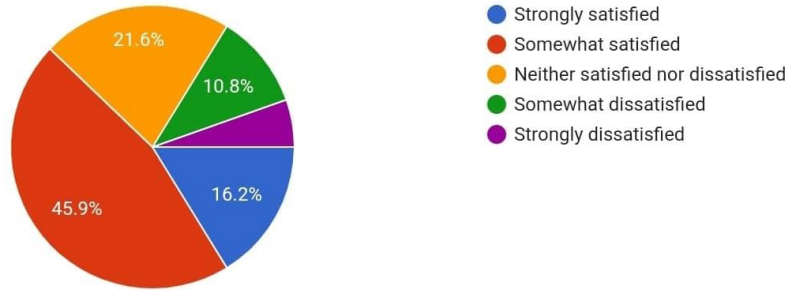
Do you think the uniform affects the airline's choice?

คำตอบ 37 ข้อ



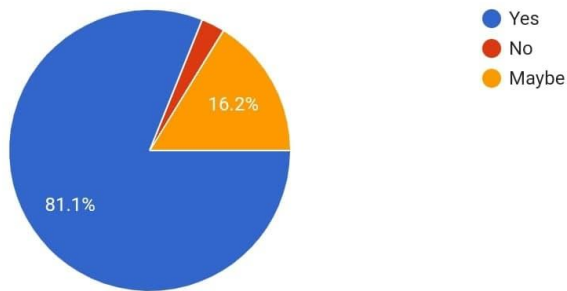
Do you think to always updated the uniform is important or not.

คำตอบ 37 ข้อ



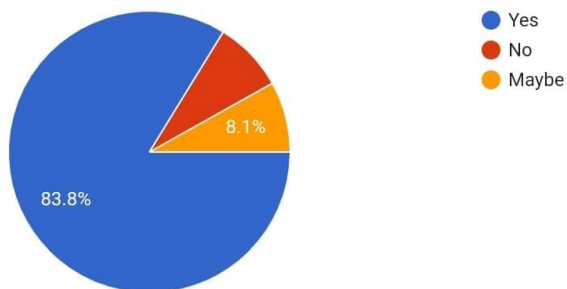
Do you think the uniform has contributed to remember the airline's or not

คำตอบ 37 ข้อ



Do you think good or not that airline's in each country has its unique set of their own.

คำตอบ 37 ข้อ



From survey uniform is important to make people remember the airlines and to always update uniform the good decision. Uniform is not only dress but it make people know about airlines and remember it.

Conclusion

There are many factors in aviation that will make people remember each airline. Whether it is a ground service or service on a aircraft, but something that is unique and memorable, and easy to remember from the costume. Most passengers when boarding the aircraft, what they found was a reception with apparel that is unique to each airline. From the survey uniform affect passengers and colorful costumes, or the identity of the country. Make people remember better.

Recommendation

For my recommend, I think to always update costume to modern is a good idea for airline company. In customer view the airline uniform make we can remember the airlines better and I think it like identity of the airlines.

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