

Good point and weak point of bankkok airway

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Abstract

I made this research to learn about Good point and weak point of Bangkok Airways. Personally I interested about Aviation Industries So I want to do research about Bangkok Airways. I want to know what thing that mande Bangkok Airways successful. And what flaw that can be solved and developed to make the airline more successful.

This research to be knowledge in the future work and practice skills in research Problem-solving skills from doing this research Sincerely hope that my research will be useful and a good knowledge to those who have read If there is any mistake or error, please forgive me.

Keywords: Bangkok Airways, Knowledge ,Research, Successful

Introduction

Bangkok Airways Is a fast growing airline in the aviation industry and is a very interesting airline since the company has used Slogan "Asia's Boutique Airline" or "Impression of Asia" since 2004, with a unique identity from the beginning, both in terms of pioneering new routes. Which is the world's most beautiful tourist attraction and civilization Having its first private airport And impressive service to passengers in various fields So I chose Bangkok Airways to do this research.

Objective

This research is conducted with the following objectives:

- To learn and find information about the advantages and disadvantages of Bangkok Airways.
- To analyze the problem and think of ways to fix or improve.

Research methodology

I use swot to do research methodology the results of the survey are as follows.

Strength

- Bangkok Airways is the Asia's Best Regional Airline according to the Skytrax World Airline Award.
- It owns the 4thbest airport worldwide in Samui.
- It has a good reputation of environmental friendly by winning "The Environmental Impact Assessment Award" for all three airports it owns.
- Bangkok Airways does not depend on any food suppliers because it owns Bangkok Air Catering.-It has a good reputation of low accidents rates.
- The company serves all customer groups.
- It has good human resources.

Weakness

- The company owns only small aircrafts.
- Limited numbers and specific type of aircrafts allow them to fly to only limited destinations.
- There is too much dependency on foreign passengers since 85% of all passengers are foreigner.
- Bangkok Airways has high costs which affect the profit margins.

Opportunity

- There is a chance for Bangkok Airways to expand to more international markets
- Growth of population
- Growth of business and leisure travel
- New innovation of aircrafts

Threat

- Decline of leisure travel due to economy and terrorism.
- Competing online ticket reservation systems.
- New government regulations that make operations costlier.
- Gas and oil price fluctuations.

From SWOT , I will offer the method to solve the problem of weakness as follows.

- Since the company owns only small aircrafts may buy other aircraft to increase the choice or to be more comfortable with passengers.
- Since the company has limited numbers and specific type of aircrafts allow them to fly to only limited destinations. So I think that the company should increase specific type of aircrafts in order to expand the market.
- There is too much dependency on foreign passengers. The company may create promotions for domestic passengers in order to increase domestic passengers more.

Conclusion

I saw that Bangkok Airways is the airline that most passengers like very much even though there are a few flaws But overall, passengers are still impressed with Bangkok Airways anyway because it is an airline that has good passenger service and cares about every detail, making most passengers love this airline. Bangkok Airways has a good image for passengers. Therefore making it easier to grow the airline If there is good management in the future, Bangkok Airways may be the world's leading airline.

Discussion and Recommendation

To fix the problem of too much dependency on foreign passengers, Bangkok Airways can increase promotions for Thai passengers to increase Thailand domestic markets. Additionally, Bangkok Airways employs thousands of people in a variety of fields as a fast growing company in the airline business. To have good human resources is one of the most essential things to be able to make Bangkok Airways grow even further and improves its strength. Therefore, firstly, the airline should seek for only qualified applicants to fulfill each position in the organization. Bangkok Airways also has a slogan of recruiting employees who do not need to be good looking but who are smart, intelligent, and kind. Therefore, the company should achieve to create good human resources, And then I think that service is important to attract customers as well. Though the ticket will rather expensive But if the airline can provide good services to passengers and make passengers feel worth the price paid May be able to make the airline more successful.

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