

The image factor of Singapore Airlines

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Abstract

An image is a mental conception held in common by members of a group and symbolic of a basic attitude and orientation and a mental picture or impression of something

Image factor of the Airlines are very important because there are many Airlines in the world. Each airlines are different from one another airlines such as about image, identity, and reputation of airlines that every airline must has a good image for attract a lot of passenger so make a company get profitable and successful in business.

The airline uses the Singapore Girl as its central figure in corporate branding. It is ranked as the world's best airline, since 2018, while winning the top spot in three other categories in the same year including "Best First Class", "Best First Class Airline Seat", and "Best Airline in Asia.

Keywords: "Airlines", "Best", "First", "Singapore", "Image".

Introduction

In the present, there are ranking of Airlines from Skytrax 2018 voted for by travellers around the world. The results were announced at the World Airline Awards, held on Tuesday 17th July 2018 at The Langham Hotel, London. Airline leaders and top airline management from across the globe attended the event to receive their 2018 Awards. Singapore Airlines is honoured to be named 'World's Best Airline' in the Skytrax awards, and I dedicate it to the 26,000 SIA Group employees who focus every day on delivering the world's best travel experience to our customers.

Uniform of the Singapore girl group from Kabaya which it is Malay costume design by Pierre Balmain on 2511 and almost never adjusted to the present. Uniformed men's reception is light blue jacket and gray trousers until June 2551 Christophe Galibert Director of Balmain Uniforms Arts has designed the uniforms of male employees to a

new set (jacket and pants) colour. Blue sky blue shirt and a tie striped in different colours. The colour of the tie conveys the level of the crew.

Research Methodology

1. To study the image of Singapore airlines

The reception girls known as Singapore girls has been promoted as a symbol of the airlines. To promote image and advertise of Singapore Airlines is related to the crew which different from another airlines, most of airline focused on aircraft and services. Specifically, the Publisher of the image of the woman at reception, known as Singapore girls widely successful and became an important element in the advertisement and publications of the airlines. Strategy to promote this aim to create the Singapore girl to keep a representative of Asian hospitality and elegance by there are program train crew both in cabin and technical parts.

Even though the Singapore girl as your marketing plan and create a successful image. For the airlines, but it has been criticized that it is creating an image, women as inferior. Men's support group, women's rights, said that the cultural reference for the Singapore girl is entirely outdated and women nationals of Singapore is now mostly modern and liberal.

2. To find why Singapore airlines become strong brand

Think about one of the strongest brands from Asia, and chances are that Singapore Airlines (SIA) and its long-serving, almost iconic Singapore Girl easily come to mind. SIA has consistently been one of the most profitable airlines globally, and has always had the reputation of a trendsetter and industry challenger. There are several good reasons for this. Most relates directly to the strong brand management driven primarily by the SIA boardroom and top-management, and the healthy brand equity as the result of a dedicated, professional brand strategy throughout a diversified, global organisation.

The Singapore Airlines brand has been instrumental for the airline from the early start. It serves as one of the leading brand cases from Asia for other established brands as well as any aspiring brand. The Singapore Airlines brand is unique in the sense that the boardroom takes dedicated leadership of the brand strategy unlike many other Asian companies.

A case in point for such leadership is that Singapore Airlines was ranked 33rd in the 2017 list of Fortune's "World's most admired companies". It was the only Singapore-based brand and the highest-ranked Asian company. It was also ranked the Best Major

Airline in Asia Pacific by TripAdvisor Travellers' Choice 2017 Award in April 2017.

Furthermore, Singapore Airlines was Asia's first and the world's third airline that has been accredited by IATA (International Air Transport Association) with the IOSA (IATA Operations Safety Audit).

3. To know about the team concept of Singapore airlines

SIA's team concept

SIA also has the task of trying to create esprit de corps among its cabin crew. This is made more difficult by the fact that many crew members are scattered around the world, in different planes, going to different locations. SIA's answer is the "team concept". Mr Choo explained the idea: In order to manage our 6,600 crew effectively, we divide them into teams, small units, with a team leader in charge of about 13 people. We will roster them to fly together as much as we can. Flying together, as a unit, allows them to build camaraderie, and crew members feel like they are part of a team, not just a number. The team leader will get to know their strengths and weaknesses well, and will become their mentor and their counsel, and someone to whom they can turn to if they need help or advice. The "check trainers" oversee 12 or 13 teams and fly with them whenever possible, not only to inspect their performance, but also to help the teams develop.

Communication and motivation

To try to encourage good service, the company believes in good communication. Corporate-wide business meetings and briefings are held regularly to keep staff informed of the latest developments. Corporate newsletters and circulars help promote information sharing. Interaction between staff and management is encouraged through regular staff meetings.

High quality at a profit

Although SIA is totally focused on the customer and on providing continually improving service, managers are well aware of the need for profit. Mr Yap explained how they meet these dual yet potentially conflicting objectives: First, it's about what we call "ownership". We are very cost conscious. It's drilled into us from the day we start working for SIA that if we don't make money, we'll be closed down. Singapore doesn't need a national airline. Second, the company has made a very important visionary statement that: "We don't want to be the largest company. We want to be the most profitable." That's very powerful. And third, we have a reward system that

pays bonuses according to the profitability of the company. It's the same for all of us, the same formula from the top to the bottom. As a result, there is a lot of informal pressure from everybody. Everyone is quite open and they will challenge many decisions and actions. They might say, "Hey, why do you want to do that? We lost three million bucks!" And in the canteen, they might be talking about a particular department head, who has wasted the company's money, and their bonuses

Conclusion

Singapore Airlines seems to follow many of the normative models that are well researched and publicized in the services literature. These include its strategic focus on customers (Berry, 1999). SIA's top management is fully aware that they cannot afford to be complacent. Every opportunity is taken to develop their staff and systems and re-invent the service by anticipating the potential needs of customers. This is made possible because of the way they value their staff and customers. SIA's management makes it a point to listen to feedback from all quarters and to take appropriate remedial action. The firm belief that training allows for continuous improvement has spurred SIA to invest millions of dollars to train and equip every single staff member to provide excellent service continuously. All staff are rewarded and recognized for their contribution, according to the profitability of the company. What we learned from SIA, and what is consistent with the services literature, is that service excellence requires a total approach, i.e. excellent customer service is the result of all of the components being in place, from the right strategic focus and service culture, to a clear understanding of the service, to good training and people, to good systems and processes. In fact, much of what SIA does follows standard models widely publicized in the services literature, including the literatures on incremental improvements and periodic process redesign. In conclusion, while our interviews show that much of what makes SIA a service success story follows widely known and applied frameworks and models in services marketing, we have identified a few unique nuggets that deserve attention and further investigation by aspiring service leaders and academics alike

Discussion and Recommendation

Singapore airline is model airlines related strong image and other strategy to use for operating airline to make it successful in aviation industry and the most growing airlines in the world. Even though the population and place in the Singapore country are very a little and very small but they are a lot of professional people and very smart also they can attract people around the world to use their national airlines until today Singapore airline is very famous and innovation airline in the world. Singapore airline

is model airlines from another airline around the world and must be share the process to improve airline to another airline in Asia.

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