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INDIVIDUAL ASSIGNMENT

TECHNOLOGY PARK MALAYSIA

CT012-3-3-CSM

COMPUTER SYSTEM MANAGEMENT

NP3F2304IT

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HAND IN DATE: OCTOBER 2023

WEIGHTAGE: 50%

INSTRUCTIONS TO CANDIDATES:

- 1 Submit your assignment at the administrative counter.
- 2 Students are advised to underpin their answers with the use of references (cited using the Harvard Name System of Referencing).
- 3 Late submission will be awarded zero (0) unless Extenuating Circumstances (EC) are upheld.
- 4 Cases of plagiarism will be penalized.
- 5 The assignment should be bound in an appropriate style (comb bound or stapled).
- 6 Where the assignment should be submitted in both hardcopy and softcopy, the softcopy of the written assignment and source code (where appropriate) should be on a CD in an envelope / CD cover and attached to the hardcopy.
- 7 You must obtain **50%** overall to pass this module.



Acknowledgement

To complete my assignment, there were lot of helping hands and guidelines provided by various individuals and personalities, for which I am greatly thankful and would like to express my tremendous gratitude.

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Yours sincerely

Sujan Shrestha

NP000611

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1 SWOT analysis for Buddha Air

Buddha Air is one of Nepal's prestigious domestic airlines which has already maintained its image as a symbol of its safety and trustworthy in aviation business. It has a long history dating back to 1996 and has been consistent with the quality of travelling. It has maintained its unwavering dedication towards the environment and passengers. We have conducted a SWOT analysis of the company's existing position and explained strategies and recommendations to strengthen its global presence while resolving problems connected to its current position.

SWOT Analysis

Strengths	Weakness
<ul style="list-style-type: none"> Buddha Air has a solid reputation in the Nepali aviation market for safety and dependability. Having aircraft that are well maintained and efficient hanger operations. The company's monopoly in the Nepali passenger market. Active presence and interactions in social media along with a user-friendly mobile application. 	<ul style="list-style-type: none"> Limited International Presence: Buddha Air has a limited world-wide presence, which can be perceived as weakness in contrast with larger international carriers. Dependency on Nepal's Tourism: The company's revenue is subject to variations in tourist numbers as it has high dependency on Nepal's tourism industry. Technology Dependency: The reliance on technology for numerous activities may expose it to IT related disruptions affecting the company's efficiency and customer service.
Opportunities	Threats
<ul style="list-style-type: none"> International Expansion: Diversifying revenue streams and reducing the dependency on Nepali tourism market 	<ul style="list-style-type: none"> Competitive Market: In new markets, the company will face competition from various domestic and

<p>can be accomplished through international expansion.]</p> <ul style="list-style-type: none"> • Leveraging Technology for Efficiency: Embracing sophisticated technology like data analytics and AI-driven operations, can boost efficiency in flight scheduling, maintenance, and customer support. This can lower costs while improving overall consumer experience. • Eco-friendly Initiatives: Given the present emphasis on sustainability, investing more in environmentally friendly operations may improve the image of the company from a consumer's perspective. 	<p>international airlines which can reduce the value it currently has in the market.</p> <ul style="list-style-type: none"> • Economic downturns: Economic instability, like the COVID-19 pandemics can influence the tourism industry, might constitute a substantial hazard. • Shifting Technology and Cybersecurity Threats: The airline is subject to data breaches and other cyberattacks, which might interrupt operations and compromise consumer information. This may require companies to upgrade their existing technologies to more evolved mechanisms.
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1.1 Analyzing Weaknesses of Buddha Air

1.1.1 Limited International Presence

In an increasingly competitive global aviation sector, Buddha Air's comparatively small global footprint can limit its expansion and growth prospects. The airlines require a comprehensive foreign expansion strategy to get over this issue, it can eradicate such weakness from the company. Being only limited to a single nation, it limits the boundary of the revenue for the company and its growth. Exploring and implementing undeserved routes that align with the airline's capabilities and experience need to be part of the present plan to deal with such weakness. This may also entail evaluating destinations with growing tourism, commercial or diaspora ties to Nepal. Furthermore, only providing a service to a nation limits the formation and relation of alliances with other international airlines through which Buddha Air can explore new and modern implementations in

airlines sector. The Reliance on the economy and tourism of a one single nation minimizes the revenue streams and limits the growth of overall company globally (Button, 2018).

1.1.2 Dependency on Nepal Tourism Industry

Buddha Air's reliance in the Nepalese tourism industry exposes it to economic volatility and shocks like those encountered during worldwide crisis such as the COVID-19 pandemic. Any effect that leads to economic disruption or operation of Nepalese tourism industry will directly hinder the economy of the Buddha Air as ² one of the main sources for revenue for Buddha Air is the tourism in Nepal. It has already happened during the COVID-19 crisis when the Nepalese tourism industry shut down due to pandemic and all the domestic flights had no international passenger, which was the main source of revenue. Even a small change in the regulation by Nepal Tourism Board on the tourism industry that downgrades the numbers of incoming tourists in Nepal can affect the major source of revenue for Buddha Air. Therefore, expansion of services beyond passenger flights locally can be planned to be dealt with this sort of problems.

2 Solutions to overcome Buddha Air's ¹ weaknesses based on Porter's Competitive Advantage Strategy

2.1 Cost Leadership Strategy through International Expansion

Buddha Air's minimal worldwide footprint is one of the cost efficiency problems and it can pursue a cost cutting strategy through global expansion in order to control this issue. Strategic planning can be implemented by exploring undeserved routes where the airline can benefit from economies of scale and lower costs. The company can generate new offers to provide cheap prices to travelers by picking destinations with high traffic potential and employing efficient operation processes. Furthermore, connecting and connecting with foreign airlines or codeshare agreements can hugely help in optimization of route networks, reduction of operational costs, and increase efficiency. This can allow airlines to recruit a bigger client base and makes its competitive edge more strong by becoming a cost leader in the international market.

2.2 Differentiation Strategy through Service Diversification

In order to offset the risk about the reliance on the Nepal's tourism business, Buddha Air can create a service differentiation plan with concept of going beyond traditional flights in terms of services. For example, the airline can provide premium flight alternatives such as business class cabins with

personalized services, resulting in a distinct and differentiated travelling experience from competitors. Furthermore, by including services like cargo service, Buddha Air can attain to the individual demands of shippers, assuring secure cargo delivery. This way of including different services, diversification not only provides the airline with numerous revenue streams, but it also distinguishes and makes the company unique from its competitors. This will allow Buddha Air to extend its competitive advantage and decrease its exposure to economic volatility in the tourism industry by focusing on service differentiation.

3 Possible security threats for Buddha Air that may occur while expanding to new market.

3.1 Cybersecurity Threats

Because the aviation business is increasingly reliant on new digital technologies, Buddha Air can be exposed to the cybersecurity threats. These threats contain hacking attempts, data breaching attempts or system interruption activities. These certain threats will interrupt and compromise important company and customer data, interrupt flight operations and can easily downgrade the reputation of the airline (Thakur, 2015).

3.1.1 Recommended solution for cybersecurity threat

Buddha Air should invest in a strong cyber security plan to contribute to the cybersecurity threats. Regular security assessments, the adoption of advance encryption and intrusion detection systems, and employee training on cybersecurity and teaching best practices should all be part of this approach in order to be protected from these threats. Furthermore, the airline should implement incident response methods to address any potential breaches as soon as possible (Asaad, 2022).

3.2 Political and Social Unrest in Overseas Markets

As Buddha Air steps into new international markets, it may find various political and social upheaval in different areas. Protests and strikes are examples of such unrest, which are more serious disasters such as political instability or conflict. Such incidents could interrupt and disfunction the airline schedules, which can cause flight cancellations, and jeopardize the safety of passengers and crew (ABDIKARIM, 2013).

3.2.1 Recommended solution for political and social unrest threat

In order to deal with this issue, Buddha Air can explore rigorous risk assessments for each global market into which they are intending to expand their market. This evaluation will have to include different factors such as political stability, societal considerations, and the airline's ability in order to adapt and deal with changing circumstances. To relieve from reliance on high-risk regions, the airline can develop contingency measures and potentially change its route network.

4 Critically analyzing how IT can leverage Buddha Air's Supply Chain in the new market.

In following points, critical analyzation on how IT can leverage Buddha Air's supply chain in the new market is done.

4.1 Real-time Tracking and Optimization

IT is very important for offering Buddha Air's supply chain operations with new modern techniques liken real-time tracking and optimization capabilities. The airline can keep data and information regarding the motion of planes, cargo, and other operational activities in real time thanks to innovative software and tracking systems. This continuous observation improves the efficiency in other activities through allowing the airline to implement dynamic changes, including redirecting aircraft to prevent delays or optimizing maintenance plans based on real world circumstances. This feature decreases disruptions, lowers costs, and guarantees that passengers as well as freight are moved as efficiently as possible (Oberwinkler, 2019).

4.2 Data Analytics for Informed Decision-Making

Data analytics is a major IT technology tool which can allow supply chain managers to make informed decisions. Buddha Air can collect and analyze large volumes of data related to customer preferences, cargo quantity, flight efficiency, and maintenance requirements. The airline then can make data-driven choices on planning and scheduling routes, crew time-management, and allocation of resources by analyzing the data analytics. This helps save money, but it also enables proactive answers to future difficulties, such as altering flight schedules in reaction to variations in demand or optimizing routes to minimize fuel use (Roosan, 2019).

4.3 Customer Relationship Management (CRM)

Efficient IT-based CRM can uplift the Buddha Air's supply chain operations through which the airline can explore an understanding of passenger actions, tastes, and opinions through collection and analyzation of consumer data. This data allows for the creation of specialized services, bespoke flight alternatives, and loyalty programs. These CRM activities improve the overall customer experience, increase customer loyalty, and add to the airline's overall performance. Customers who are satisfied are more inclined to use Buddha Air for their trips, resulting in higher demand for flights and cargo services (Reinartz, 2019).

4.4 Enhanced Communication and Collaboration

IT allows for simple communication and collab throughout the supply chain network which is especially relevant in the setting of international expansion when collaborating with various stakeholders being critical. Cloud-based collaborative platforms, for example, may bring airlines, ground workers, repair crews, cargo handlers, and various other partners together. This improves communication, simplifies information exchange, and guarantees all subjects in the supply chain is on the same panel. Timely communication and teamwork are essential for properly managing complicated supply chain activities in a new market.

5 Conclusion

To summarize, Buddha Air's strategic use of technology and information technology when a supply chain enabler enables the travel company to smoother activities, upgrade its client experience, and handle the problems that can grow as it can explore into new markets. The airline remains adaptable and competitive in the growing aviation business by employing real-time tracking, data analytics, and customer relationship management, preparing itself for long-term success. With proper analysis of strengths and weaknesses, Buddha Air can definitely increase and make a louder noise in the current airlines market.

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