



GROUP ASSIGNMENT

TECHNOLOGY PARK MALAYSIA

CT012-3-3-CSM

COMPUTER SYSTEM MANAGEMENT

NP3F2304IT

HAND OUT DATE: AUGUST 2023

HAND IN DATE: SEPTEMBER 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

In order to complete our assignment, there were lot of helping hands and guidelines provided by various individuals and personalities, for which we are greatly thankful and would like to express our tremendous gratitude.

Firstly, we would like to express our heartfelt thankfulness towards **Asia Pacific University (APU)** and **Lord Buddha Education Foundation (LBEF)** for providing us with this outmost opportunity to participate and execute this wonderful assignment along with the possibility to gain theoretical as well as practical concepts of the provided knowledge.

Also, we would like to extend our profound gratitude to our module leader, **Mr. Ramesh Suwal**, for providing us with all the resources and knowledge required to complete our assignment. This assignment would be almost impossible to complete without his provided guidelines, constant support, active participation, and outmost encouragement.

Furthermore, we would thank all our faculty members as well as our friends who have been directly as well as indirectly in contact with us and helped with to convey the important knowledge and information which benefitted us in completion and outcome of this assignment.

we have been through several sites, books, pdfs, and journals for collecting information and conducting investigations to get the best conclusion and analysis for this assignment.

Yours Sincerely,

Aryan Maharjan (NP000563)

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Executive Summary

This assignment investigates the role that Buddha Air Company plays in providing clients with aviation services both domestic and international. We must produce a study report based on managerial and technical understanding about the organization in order to complete our assignment. Our team first completed the essential research on the firm using the required methods and instruments. A member of the team has researched the history, goals, and intended business model of the organization. The purpose of the SWOT evaluation was to identify the company's strengths, vulnerabilities, and potential strategies and solutions for addressing those strengths in line with Porter's advantageous approach. Comparable to how the firm plans to extend its business into a new international market, our team has spoken about potential safety hazards that may arise when doing so and has offered methods to lessen them. Additionally, we investigated how aviation might help the firm expand to a worldwide market while assisting with the supply chain process.

We have gathered all the data on the company's strategies, processes, and models of operation to succeed in the present competitive market in order to complete this project. We learned a lot of new information about the firm as a result of the implications of these concepts, and we hope that our study will serve the intended goals.

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1.0 Introduction:

1.1 Company Background

Nepal is one of the landlocked Asian countries with no access to oceans and seas, and so is entirely reliant on Airways as a main route to international travels. With the increase in demand for travel by air, the airline industry has been expanding with new eases. Buddha Air is airline company based in Nepal itself, which was founded in 1996, and has solely occupied the reputation for its safety and reliability to be known as one of the best privately-owned airline companies of Nepal. The company's headquarters is in Jawalakhel, Kathmandu. It has a daily service to the public with both domestic as well as international routes within India and Nepal, where the major cities are connected. Almost 33 routes are present which provides access to 14 destinations in Nepal and to the city of Varanasi in India. Tribhuvan International Airport is the major base of Buddha Air and has its own company and hanger inside it. The company initially started as an 18 seated commercial, which has now proceeded to be 600 commercial seats and has an increase in sales revenue from 160 million to 6.08 billion today. The company started with just seven staffs but now it has almost twenty-seven per department and has more than 2500 agencies directly associated with them (Buddha Air, 2019).



Figure 1: Logo Buddha Air

1.2 Services provided by the company.

In Nepal, Buddha Air has successfully operated flights since 1997. They fly to well-known locations including Kathmandu, Pokhara, Bharatpur, Bhairahawa, and Simara, among others. They have flown with more than 10 million passengers (about half the population of New York). They are the only airlines in Nepal that provide flights between Pokhara & Bhairahawa and Pokhara & Bharatpur, and they have also increased their internal route network. They also run

flights to countries like India, spreading their wings to soar the worldwide sky. They are the only airlines in Nepal with nonstop, direct flights between Varanasi and Kathmandu as well as the other way around (Pant, 2021).

1.3 Organizational Structure

The layout of the Buddha Air organizational structure shows how the business is managed generally. The diagram depicts every corporate accountable authority working for the company, from the top down.

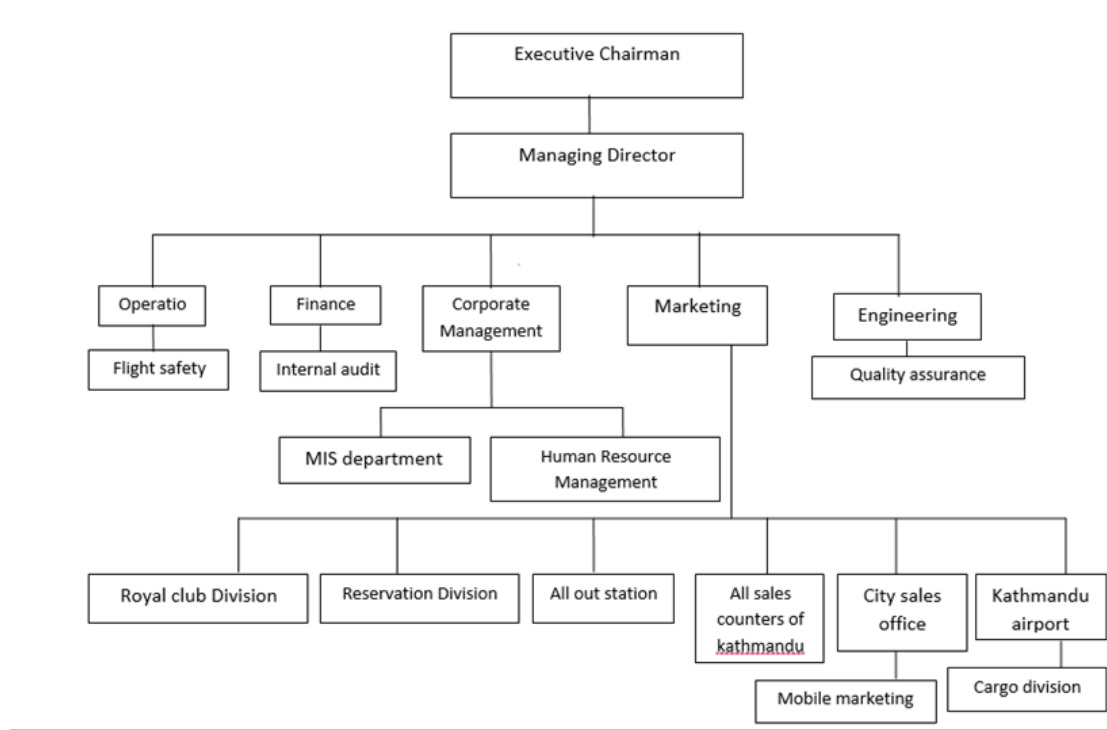


Figure 2: Organizational Structure of Buddha Air Business Model

The top private airline in the nation, Buddha Air, has now been in business for 25 years. 56% of the passenger market is accounted for by Buddha Air. The most environmentally responsible, energy-efficient, and eco-sustainable aircraft are those operated by Buddha Air. One of South Asia's top hangar operations is run by Buddha Air. Compared to any other Nepali airline, the hangar has greater infrastructure and the better resources. Every Buddha Air flight is safe because to the diligent team of engineers, crew, and other staff members. Every voyage is handled by their devoted, skilled Nepali staff, who also take care of the aircraft maintenance. The company plans to expand its services with the best features available to its passengers to travel in

the air with safety and comfort. It manages its routes to connect people and has a fleet of aircraft with strict and timely maintenance and safety checks.

Buddha Air, being a privately owned company, has its business operations regulated within the proposed framework which had been proposed according to the Government of Nepal. It has all the necessary regulations related to the safety of its passengers with a standard comfort and quality along with environmental friendliness met. The annual revenues are generated through the daily flights as well as beneficiaries from different partner companies (Limbu, 2021).

2.0 Method

Buddha Air, Nepal's leading domestic airline, uses technology in a variety of ways to keep its customers and company connected. Two notable examples include:

1. Mobile App

Buddha Air's mobile app is a convenient and user-friendly way for customers to book flights, check their flight status, manage their plans. It enhances customer experiences by enabling customers to book and manage their flights, receive real-time flight updates, check-in and boarding, baggage tracking, flight notifications, special offers and offline access to the app. It also includes a travel inspiration section with articles and photos about Nepal and other destinations (Buddha Air, 2019).

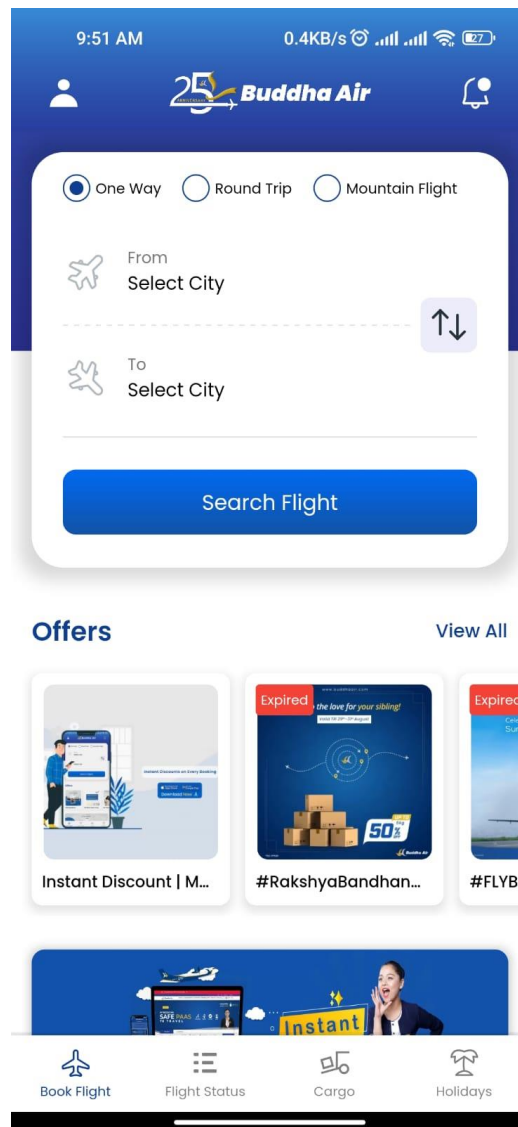


Figure 3: Buddha Air's Mobile App (Source: google play store)

Here are some of the ways how Buddha Air uses its mobile app to keep its customers and company connected:

- Customers can book and manage app their flights including selecting their preferred seats, adding baggage, and checking in for their flights which saves customers time and hassle with a reduction in congestion at the airport plus streamlined operation benefits for the company.
- Real-time updates on flight status including any delays and cancellations help customers to stay informed and plan their travel accordingly.

- Customers can inquire about any questions or concerns using the app and can get prompt and efficient bot assistance, also helping the company to reduce costs by reducing the need for customer service representatives.
- Royal club frequent flyer program members can use the app to track their mileage points, redeem rewards and manage their membership accounts enabling making the most of their membership and enjoy exclusive benefits.
- Articles and photos about Nepal and other destinations on travel inspiration section helps customers to discover new places and to visit and plan their next trip.

2. Social Media

Buddha Air is active on a variety of social media platforms, including Facebook, Twitter, Instagram, YouTube, LinkedIn and Pinterest serving engaging content posts that is relevant to keep its customers and company connected. Customers can ask questions, get help with booking flights, and report issues on social media. In addition to this, customers can check the status of their flight, see if there are any delays or cancellations, and get other important information.

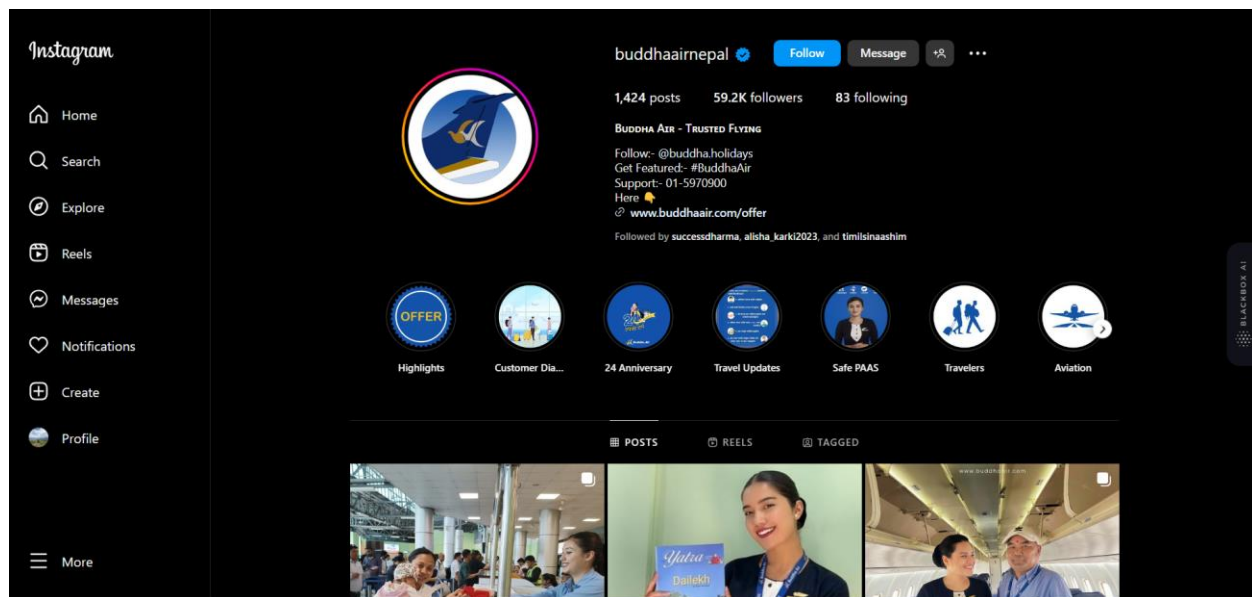


Figure 4: Buddha Air on Instagram (Source: Instagram.com)

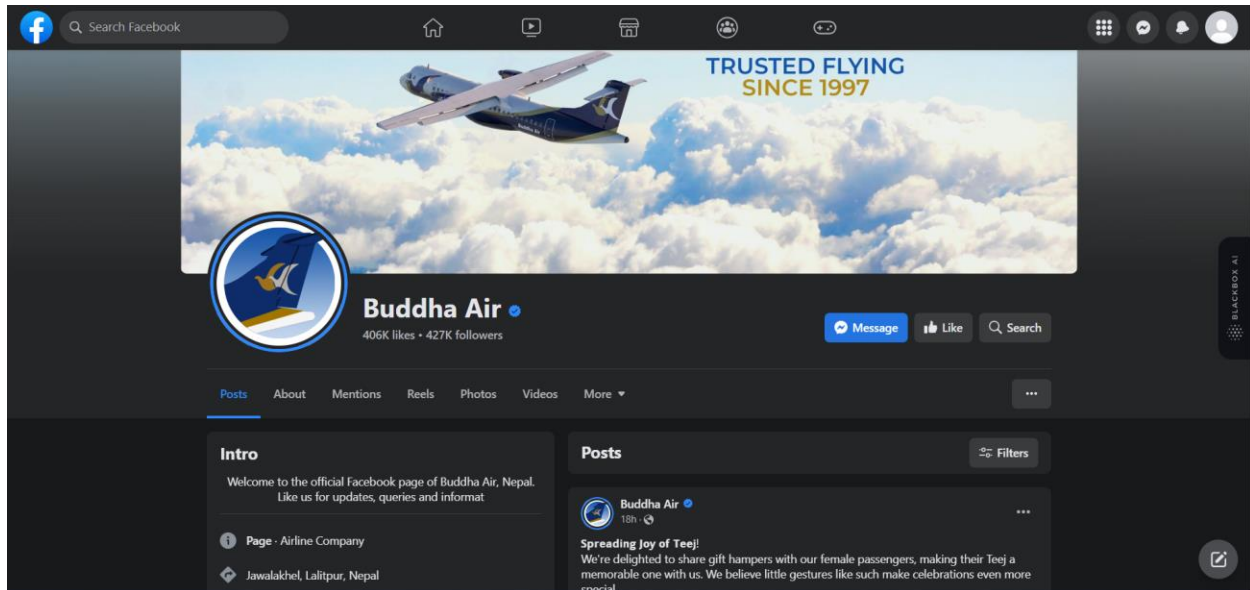


Figure 5: Buddha Air on Facebook (Source: facebook.com)



Figure 6: Buddha Air on Twitter (Source: twitter.com)

Buddha Air has over millions of followers on different social sites and many posts per days. The team also uses the page for company news and announcements such as new flight routes, new services, awards, promotions, discounts to its loyal customers and travel tips. They also post and share Nepal's scenery and behind-the-scenes photos and videos of Buddha Air's operations, its employees, customers and the communities it serves. Twitter has been used to engage with

customers and answer their questions. YouTube has been used to share educational videos and aviation.

3.0 Recommendations

Already evolving with two of the most important technology platforms to connect with its customer, Buddha Air is already on a good track. With a mobile application and being active on multiple social platforms improves the connection with their customer to a certain extent. This can further be improved with introduction of some new technological advancements to their existing system, below are the two recommendations that can further improve the connection between the customer and the company:

4.1 Personalized In-app Recommendations:

As the company has already developed a mobile app which offers a range of features including real-time updates and flight booking, a unique way to further enhance the bond with their customer is by implementing personalized in-app recommendations. With the utilization of latest advancements in technology such as artificial intelligence and machine learning algorithms, it can be made possible so that the mobile app can analyze each customer's travel history, preferences, and behavior to provide more tailored suggestions and offers. This mechanism can be easily implemented by collecting data related to the customer's past bookings, pattern of travel and preferred destinations. Further, these data can be analyzed to generate personalized travel recommendations with inclusion of suggestion regarding destinations, travel dates and special offers on preferred flights and accommodations (Choi S. , 2006).

Implementation of this technology can enhance the overall customer experience with valuable and customized suggestions which will increase the likelihood of repeat bookings and boost service and revenue. The relatable in-app recommendations will encourage customers to spend more time within the app and strengthen the customer's connection with the company by differentiating the company's app from competitors (Choi, 2006).

4.2 Gamify Online Engagement

As an organization already operating on both social platforms and mobile applications, the introduction of gamification can vastly change the amount of interaction on social platforms and

applications both. The company can implement unique way of gamification strategy which involves interactions and engagement into a fun and rewarding experience for customers. This will include creating social media challenges, contests, or quizzes related to destinations and travel the company serves. Such discounts, loyalty points and other reward activities can encourage customers to participate and increase social interactions. The company can also include storytelling and user-generated content to enhance the gamification experience. This gamification implementation will help to create a sense of community and excitement among the customers which will strengthen their connection with the company (Solmaz, 2017).

As most of the population in today's era are active on the internet, presenting a significant opportunity for implementation of innovative customer engagement strategies like gamification. Gamification capitalizes on people's love for online gaming, challenges, and rewards to enhance customer interactions. This approach can be a crucial addition to the company's pool of strategies which will differentiate brand loyalty from competitors (Munoz-Organero, 2016).

These recommendations will leverage the technology and innovative approaches to not only improve customer-company connections but also set the company apart from competitors. Personalized in-app recommendations offer a tailored experience, while gamifying online engagement adds an element of fun and rewards to customer interactions, creating more memorable and engaging customer journeys.

4.0 Conclusion

In conclusion, Buddha Air, with its 25-year history of growth and innovation, stands as a shining example of excellence in the airline industry. From its humble beginnings as an 18-seater commercial airline to its current status as a leader in Nepal's aviation sector, Buddha Air has consistently prioritized safety, reliability, and sustainability.

The company's commitment to enhancing customer experiences through its mobile app and active social media engagement reflects its dedication to staying connected with its passengers. Moreover, the recommendations put forward, such as personalized in-app recommendations and gamified online engagement, offer exciting opportunities to further strengthen the bond between the airline and its customers,

As Buddha Air continues to evolve and adapt to the ever-changing aviation landscape, it remains poised for sustained success. Through its unwavering focus on customer-centricity and technological innovation, Buddha Air is not only retaining its loyal customer base but also setting new standards for the industry. In essence, Buddha Air's journey is a testament to its vision of providing safe, reliable, and enjoyable air travel experiences for years to come.

5.0 References

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6.0 Appendices

7.1 Performance Criteria

Group (40%)			
Course Learning Outcome	Marks	Performance Criteria	Marks Awarded
CLO2	30	Team research: In-depth research undertaken with analysis and critical evaluation applicable to case study	
CLO2	10	Team Report: Quality documentation adheres to Academic Writing, Harvard Referencing. No spelling and grammatical mistakes	
Group Sub Total	40		
Comments			

Course Learning Outcome	Marks	Criteria	Student 1	Student2	Student3
CLO3	30	Critical evaluation and analysis of issues			
CLO3	20	Proposal of solutions to address issues with original ideas			
CLO3	10	Presentation			
Individual Sub Total	60				
Total	100				

7.2 Workload Matrix

Group Member	Percentage
Aryan Maharjan (NP000563)	33.33%
Dhan Bahadur Karki (NP000575)	33.33%
Sujan Shrestha (NP000611)	33.33%