

## Challenges, Digital Innovation, and Future Sustainability in the Aviation Industry

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### Executive Summary

AirAsia is one of the leading low-cost airlines in Asia, well known for its cost leadership strategy and strong digital presence. This poster summarizes key issues discussed in the AirAsia industry talk, including operational challenges, digital transformation, and sustainability efforts. It also presents our team's opinions on how AirAsia can remain competitive in a highly dynamic aviation industry.

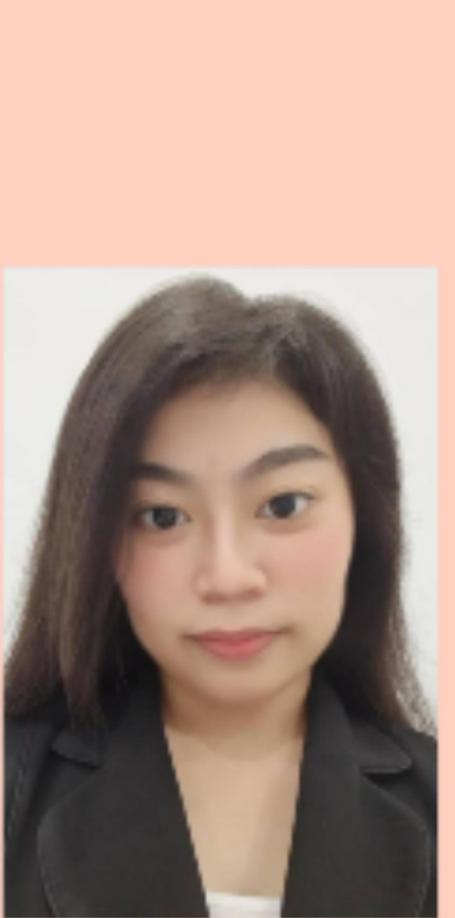
### Introduction

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### Group Member



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### Resources & References

- Airasia Official Website
- Industry Talk Materials
- Google Photos

### Key Issues Discussed in the Talk

01 >

#### Cost Management & Competition

AirAsia operates in a highly competitive low-cost airline market. Managing fuel costs, maintenance expenses, and operational efficiency is critical to sustaining profitability.

02 >

#### Digital Transformation

AirAsia emphasises digital platforms such as mobile applications, data analytics, and automation to enhance customer experience and operational efficiency.

03 >

#### Safety & Operational Efficiency

Safety is a core priority. Continuous training, strict maintenance standards, and efficient scheduling ensure reliable operations.

04 >

#### Sustainability Challenges

AirAsia acknowledges environmental impact and is taking steps towards fuel efficiency and operational optimisation to reduce carbon emissions.

### Group Reflection & Individual Opinion

#### Chong Ying Sing's Reflection

I believe AirAsia's strong digital strategy gives the company a competitive advantage in the aviation industry. The use of digital platforms improves operational efficiency and makes the booking process more convenient for customers.

#### Kaylyn Ng's Reflection

In my opinion, digital innovation alone is not sufficient for long-term success. AirAsia should further strengthen its sustainability initiatives to address environmental concerns and meet global expectations for greener aviation practices.

#### Lim Xin Han's Reflection

I feel that maintaining safety and service quality is just as important as offering low-cost flights. A balance between affordable pricing and reliable service is essential to build customer trust and loyalty.

#### Wan Li Hui's Reflection

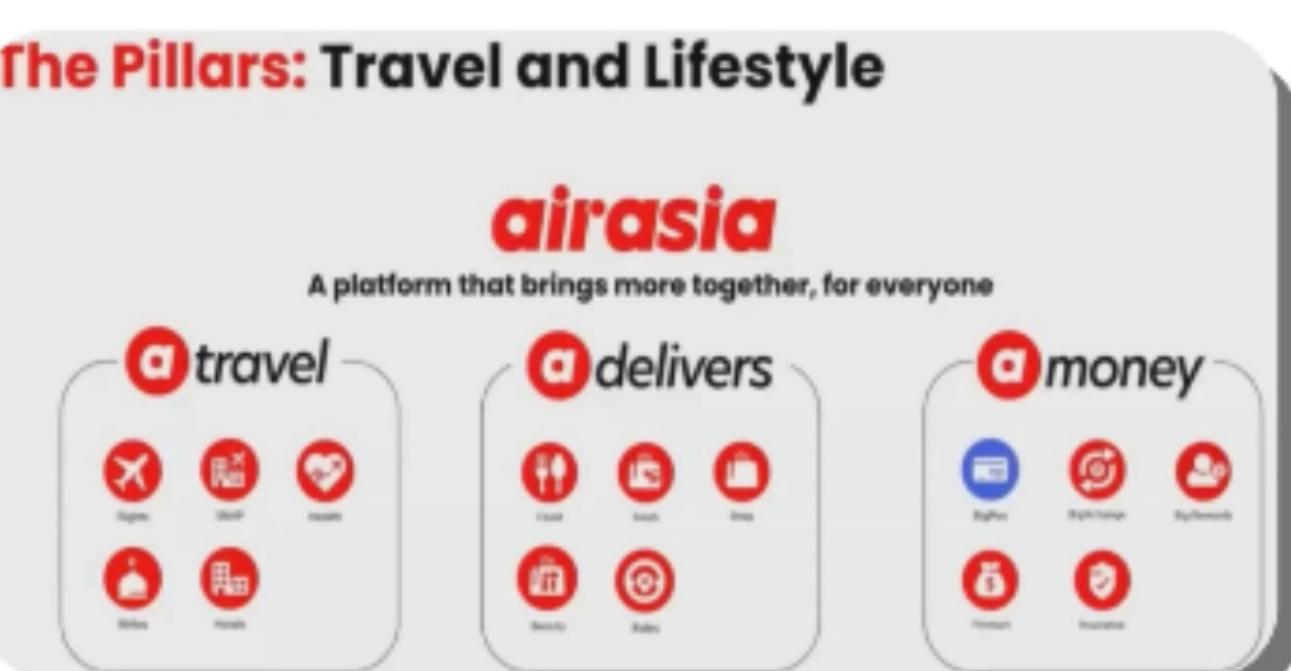
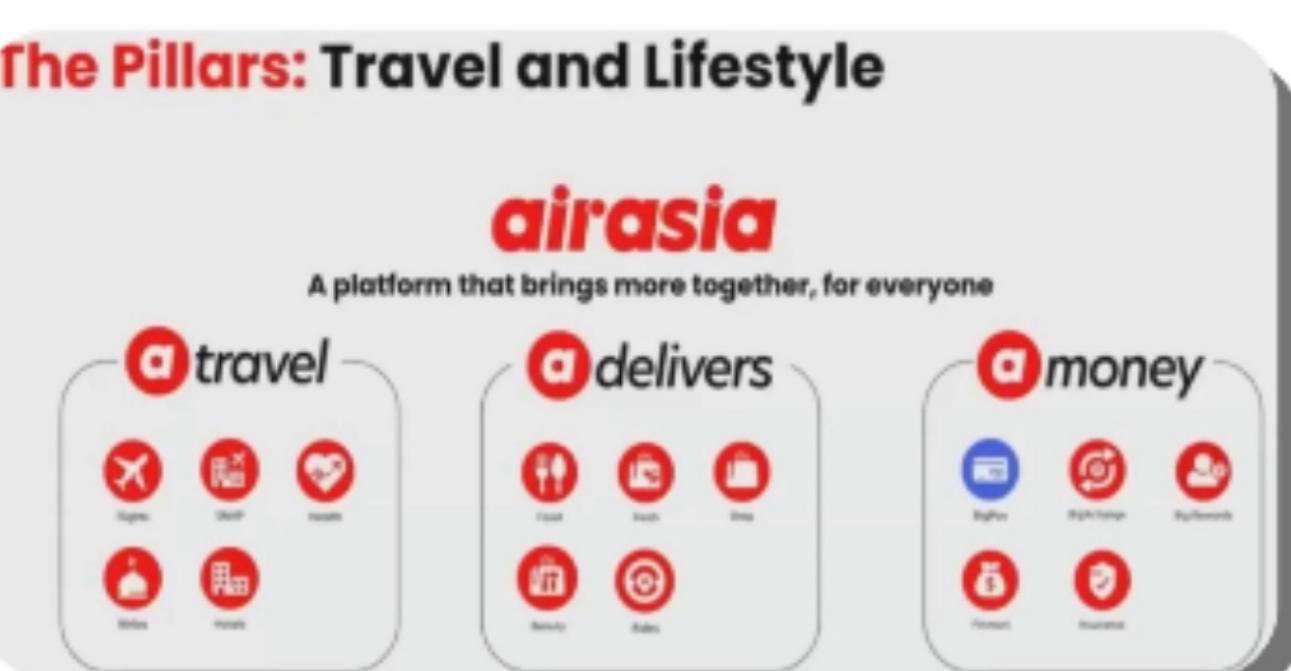
From this industry talk, I learned how AirAsia adapts its strategies to survive in a highly competitive and challenging business environment. The talk helped me understand how real-world companies apply innovation and strategic planning in practice.

#### Summary Reflection

Overall, we agree that AirAsia's success is driven by digital innovation and cost efficiency. To remain competitive in the long term, the company must balance low-cost operations with safety, service quality, and stronger sustainability initiatives. The industry talk provided valuable insights into how real companies adapt to industry challenges.

### Conclusion

The AirAsia industry talk demonstrated how innovation, digitalisation, and strategic planning are essential in the aviation sector. AirAsia's ability to adapt will determine its sustainability and competitiveness in the future.



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