

# SINGAPORE AIRLINE

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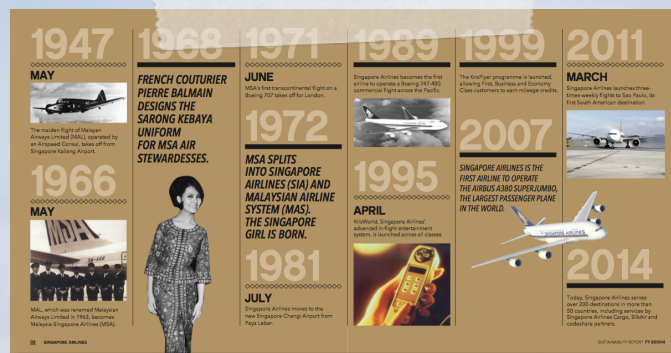
**PRESENT**

**Mr. Stanly John**



# HISTORY ABOUT SINGAPORE AIRLINE

Singapore Airlines, based at Singapore Changi Airport, is the flag carrier of the Republic of Singapore. It ranks amongst the top 15 air carriers worldwide in terms of the scale of revenue-passengers-kilometres, and 10th in the world for the volume of international passengers carried. Singapore Airlines is one of the largest airline businesses in Asia (Allen, 1990). According to website entitled “The Top 100 Airlines of 2016”, Singapore Airlines ranked third from all of top airlines in 2016. SIA is the world’s most awarded airline. And in December of 2010, the International Air Transport Association announced that Singapore Airlines was the second largest airline in the world, with a value of 14 billion U.S. dollars.



# HISTORY ABOUT CEO OF SINGAPORE AIRLINE

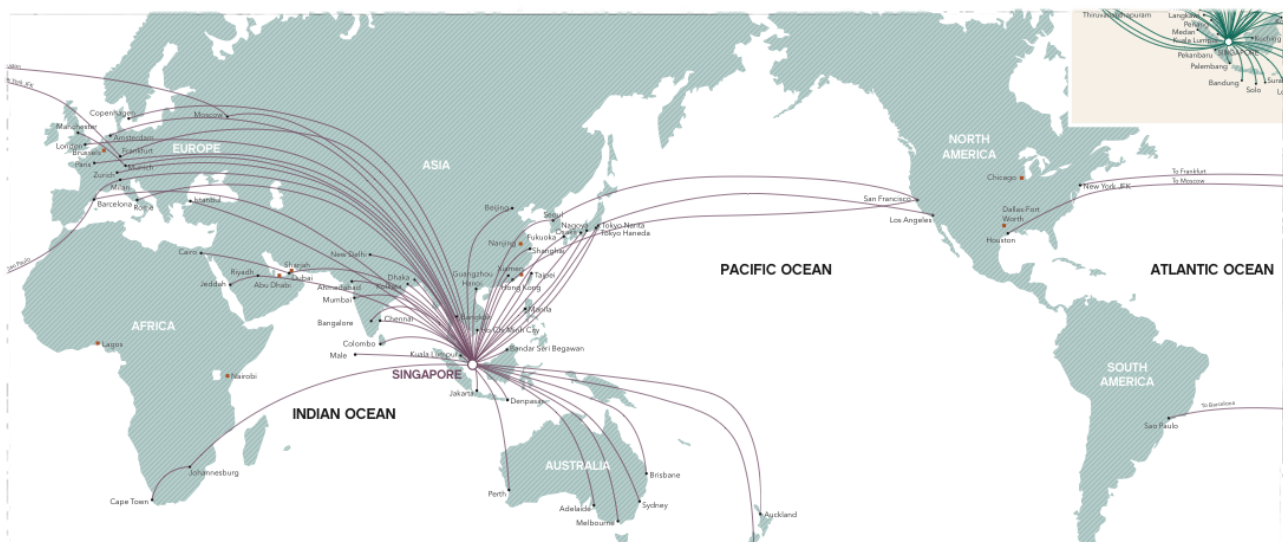
Goh Choon Phong is Chief Executive Officer of Singapore Airlines. He joined Singapore Airlines in 1990 and has held senior management positions in Singapore as well as overseas. Mr Goh joined the Airline’s Board on 1 October 2010 and was appointed CEO on 1 January 2011. (Star Alliance, 2017)



## ABOUT SINGAPORE AIRLINE

Singapore Airline has made a habit of leading the way, and along the way developed a reputation as an industry trendsetter. Their ever-growing list of industry-leading innovations includes the following firsts:

1. First to offer free headsets, a choice of meals and free drinks in Economy Class, in the 1970s.
2. First to introduce satellite-based in-flight telephones, in 1991.
3. First to involve a comprehensive panel of world-renowned chefs, the International Culinary Panel, in developing in-flight meals, in 1998.
4. First to offer audio and video on demand (AVOD) capabilities on KrisWorld in all classes, in October 2001.
5. First to fly the A380, from Singapore to Sydney, on 25 October 2007.



# VALUES OF SINGAPORE AIRLINE

Singapore airline holds firm to their six Core Values, which they strongly believe are key to the SIA mission

## 1. PURSUIT OF EXCELLENCE

They strive for the highest professional standards in our work and aim to be the best in everything we do.

## 2. SAFETY

They regard safety as an essential part of all our operations. They maintain and adopt practices that promote the safety of their customers and staff.

## 3. CUSTOMER FIRST

They think that the customers are foremost in their minds all the time. We go the extra mile to exceed their expectations.

## 4. CONCERN FOR STAFF

They value their staff and care for their well-being. They treat them with respect and dignity and seek to provide them with appropriate training and development so that they can lead fulfilling careers.

## 5. INTEGRITY

They strive for fairness in all business and working relationships.

## 6. TEAMWORK

They work with pride as a worldwide team to achieve success together.



# Singapore airline's CORPORATE GOVERNANCE

## ① · RISK ASSESSMENT AND MANAGEMENT

The Board of Directors is responsible for Risk Governance, which includes oversight of the Enterprise-wide Risk Management, Framework, and corresponding processes. Through the Risk Management Process, all risks, including economic, environmental and socio-political, are identified and managed accordingly.

The Risk Management Process provides for the identification and management of risks from ground up, including from staff working in contact with customers/consumers, suppliers/agents and regulatory bodies. The needs and expectations of these external parties are taken into consideration in identifying and managing the risks.

The Risk Management Process also requires senior management to provide a top-down perspective to the identification/ management of risks, so that corporate and shareholder needs and requirements are also taken into consideration.



## ② • ETHICS AND INTEGRITY

Singapore Airlines attaches a very high priority to ethical business conduct in the markets in which we operate. We engage employees, contractors and agents on the basis that their integrity in the conduct of their work is critical to our business and reputation.

SIA implemented a whistle-blowing programme called “Policy on Reporting Wrongdoing” in October 2005, for staff to raise concerns about possible improprieties in matters of financial reporting or any other matter, in confidence. Staff are reminded through their internal Intranet and a mandatory e-learning training module that under the Policy on Reporting Wrongdoing, they could report suspected matters of wrongdoing affecting the Company, either through email or via telephone.

They also welcome external comments, questions and thoughts about their Company’ s ethics and integrity, to be sent through the same email and telephone contacts.

They also have a Suppliers’ Code of Conduct, which we expect all their suppliers to adhere to. Based on the principles of the United Nations Global Compact with respect to Human Rights, Labour, the Environment and Anti-Corruption, the Code’ s contents were developed to be consistent with their business values.



# SUSTAINABILITY AT SINGAPORE AIRLINES

They have formalised a Sustainability Strategy for the first time. They believe that this strategy will not only enable us to retain their leadership position and fulfill the terms of their mission statement, it will also empower them to effectively contribute to the areas and markets in which they operate.

Four main point in Sustainability Strategy

## 1) Safety

: Safety is an essential part of their operations and they constantly strive to improve safety practices.

## 2) MANAGING ENVIRONMENTAL IMPACT

: They are committed to environmental sustainability and ensure that their operations are carried out in a responsible manner.

## 3) SUPPORTING OUR COMMUNITIES

: They practice good corporate citizenship and contribute and invest in the communities in which they operate.

## 4) STAKEHOLDER ENGAGEMENT

Customers:

- They are committed to offering customers the best travel experience through product and service innovation, our modern fleet and extensive network

Shareholders:

- They maximise returns for long-term profitability, with the aim of creating sustainable shareholder value

Staff:

- We value our staff and care for their well being and development

Suppliers:

- We treat our suppliers with respect and emphasise fairness in relationships with them

## MATERIALITY ASSESSMENT

They have conducted a materiality assessment to identify sustainability issues that are pertinent to business. They aim to expand the materiality assessment to include the sustainable practices of our subsidiaries.

(supporting company)

– Same values as Sustainability Strategy, however it adds these of the following

## GOVERNANCE (the action or manner of governing)

They are committed to continually maintaining high standards of corporate governance, professionalism, integrity and commitment at all levels.





## SAFETY

SAFETY IS ONE OF SIA' S CORE VALUES. IN THEIR DAILY OPERATIONS, THE SAFETY OF OUR CUSTOMERS AND EMPLOYEES IS OUR FIRST AND FOREMOST PRIORITY.

SIA believes that it is every employee' s responsibility to work towards a strong and positive safety culture and they have put in place Flight Safety and Safety and Health policies to achieve that goal.

SIA will consistently provide quality training to their employees.

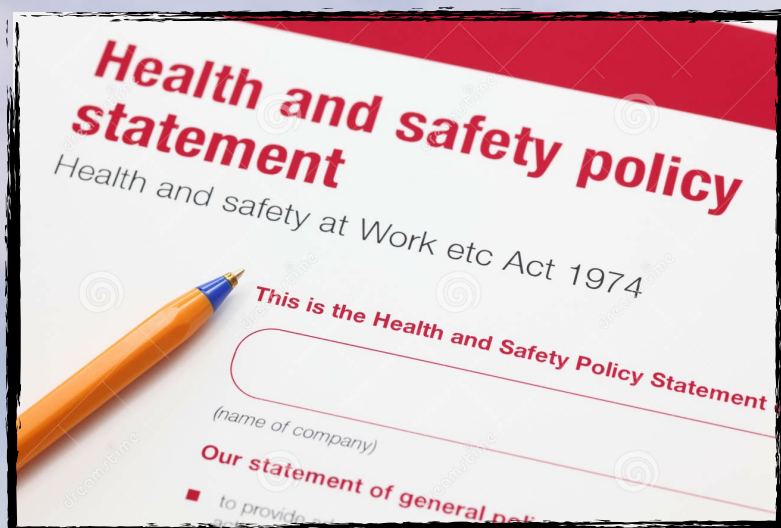
Their equipment and operating systems are well maintained and in good working condition.

## HEALTH POLICY

SIA place the greatest importance on the safety of customers and employees and will do our utmost to provide and maintain a safe and healthy work environment

Strive to anticipate and eliminate hazards that may result in personal injury or illness and/or loss or damage to property and equipment.

Take responsible steps to provide the best possible care in the maintenance of equipment and facilities. Instill and promote safety consciousness among employees to prevent accidents and injuries.



## SIA SAFETY PROGRAMME

Every employee is enrolled in the Safety Programme and takes a refresher assessment test every three years.

## RISK MANAGEMENT TRAINING COURSES

One of the key components of the Workplace Safety and Health (Risk Management) Regulations is risk assessment of workplaces and the reduction of risks to an acceptable level. To equip employees with the necessary knowledge in carrying out hazard identification and risk assessment, a risk management course was conducted on 23 July 2013.

## GROUND/RAMP INCIDENT PREVENTION (GRIP) PROGRAMME

The SIA Ground Ramp Incident Prevention (GRIP) programme focuses on preventing ground/ramp incidents at our stations.

The objective of the GRIP programme is to:

Raise awareness of safety practices on the ground.

Reduce ramp incidents.

Measure safety performance standards for continual improvement.



The key safety programmes are carried out according to three main thrusts. Sia run a series of programmes under each thrust to manage safety actively.

## SAFETY SURVEYS

- SIA carries out a company-wide online Safety Survey with air crew every two years. The Safety Survey assesses a number of areas, such as safety management, violations observed during operations and readiness of our crew to report safety occurrences or issues.

## EMPLOYEE FEEDBACK

- SIA place emphasis on using employee feedback to improve the safety environment in the workplace and encourage employees to identify hazards, and to create awareness.
- Procedures are put in place for employees to report such incidents for both flight and occupational safety.



## PASSENGER SAFETY

- All cabin crew undergo training courses that inculcate safety and security awareness and focus on safe work habits.
- Resources such as videos, circulars, campaigns and various communication sessions are used to promote safe work habits and increase crew awareness on workplace safety.

## FOOD SAFETY

- SIA is committed to serving in-flight meals that meet the highest levels of food safety.
- They have a policy of not using Monosodium Glutamate (MSG) in freshly prepared meals.

## FOCUS ON PEOPLE

### 1) EMPLOYEE CODE OF CONDUCT

- SIA encourage all employees to embrace their core values, i.e. pursuit of excellence; safety; customer first; concern for staff; integrity; and teamwork.

2) SIA make use of multiple channels to communicate their latest news and happenings to our people. E.g.

Outlook, their in-house magazine, which is published on a monthly basis.

Intranet site which can be accessed by all employees

Business Meetings for employees are organised twice a year and cover a review of the Group' s commercial activities and financial results.

One of the main forms of regular feedback is the Organisational Climate Survey (OCS) that SIA conduct once every two years. The purpose of the survey is to gather employees' feedback on employee engagement and workplace issues.



## EMPLOYEE'S HEALTH

- 1) Talk / Workshops
- 2) Sport activities
- 3) SIA Group Road Run
- 4) SIA Group Athletics Meet
- 5) SIA Games Festival

## EMPLOYEE WELFARE

Flexible working arrangement–staggered hours

- Provide flexibility and convenience.
- Reduce the strain of long travelling time by employees during peak periods.
- Raise employee morale and improve productivity.

## ENVIRONMENTAL POLICY

- Educate their staff on the importance of caring for the environment.
- Established an environmental action programme to oversee matters related to environmental management.



## Conclusion :

SIA...

- focus needs to be on passengers, rather than on pricing.
- focus on in-flight service. (entertainment available to aircraft passengers during a flight)
- focuses on the first class and the business class passengers.
- prepared perfect number on material, good service. They're scripted in knowing exactly who the passengers are and what they want.
- do discount, but very infrequently relative to the competition.
- make sure that if there's anything that these passengers don't like, they fix it.
- When SIA faces recessions, they choose to invest rather than divest.

E.g.

- Singapore Airlines tends to buy new aircraft during economic downturns.
- The advantage is that the aircraft manufacturers are very willing to provide discounts to buyer.
- Singapore Airlines invests when everybody else is deciding not to spend on buying new aircraft.

**CONCLUSION**

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# How Goh Choon Phong, CEO of Singapore Airline manages his business ?

- By Tonklar & Tai / 1001

## Step 1

We chose “Singapore Airline” as a topic because we thought that it is a very interesting topic that motivates us to learn and research based on the question about the strategy that SIA’s CEO uses to manage the business and causes the SIA to become a top three airline of the world. Also, as an individual who wants to become a businessman in the future, I want to study their strategies to adapt in future business work, because Singapore Airline is a top class airline, same as other businesses. However, what method does SIA’s CEO use to make SIA differ from other airlines and become a top three airline in the world. It was a motivation question that caused us to do this topic.

Our driving question was that what strategy does SIA’s CEO use to manage Singapore Airline and make it become one of the top airlines in the world.

Our SMART goal was that to study about SIA’s CEO business strategy, mission statement, values, performance, staff management, the obstacle that he faced, and how he surpassed that obstacle.



## Step 2

Firstly, the step in our plan will be illustrated in the following.

1. Choose the topic based in what we interest.
2. Writing a driving question.
3. Write SMART goal.
4. Divided the work to group member.
5. Searching the information from internet and book.
6. Analyzing information & summarizing information.
7. Watch video in order to understand the topic easier.
8. Making the product, which is a booklet.
7. Practicing before presenting in front of class.
8. Presenting the product to class.

\* 1. In the working process, our group member are all following the plan. We did the research in the first two day of class, then we watched the video for understanding outside the classroom-time. Finally, we did make the product in our meeting other than class time.



## 2. Learning Record form

<b>Group member name</b>	<b>Task</b>	<b>Date</b>	<b>Homework / Result</b>
<b>Tonklar</b>	Writing driving question and smart goal	2017 / 5 / 18	-
<b>Tonklar</b>	Research about the history of Singapore Airline, history of SIA's CEO	2017 / 5 / 18	Continue research about Mission statement and Values of SIA / Complete
<b>Tai</b>	Research about Singapore airline's CORPORATE GOVERNANCE	2017 / 5 / 18	Continue doing a booklet / Complete
<b>Tonklar</b>	Research about SIA's four main point in Sustainability Strategy	2017 / 5 / 19	Continue research about MATERIALITY ASSESSMENT of SIA. / Complete
<b>Tai</b>	Research about Safety & Health Policy of SIA	2017 / 5 / 19	Continue doing a booklet / Complete
<b>Tonklar</b>	Research about SIA's Safety Programme	2017 / 5 / 21	Continue research about SIA's safety survey and employees feedback
<b>Tai</b>	Research about the focus of SIA	2017 / 5 / 21	Continue doing a booklet / Complete
<b>Tonklar</b>	Research about SIA's policy	2017 / 5 / 22	Writing conclusion of the topic & watching video about the topic / Complete
<b>Tai</b>	Finish making a booklet	2017 / 5 / 22	Watching video about the topic / Complete
<b>Tonklar</b>	Writing reflection & practice presenting in front of class	2017 / 5 / 23	practice presenting in front of class / complete
<b>Tai</b>	Writing reflection & practice presenting in front of class	2017 / 5 / 23	practice presenting in front of class / complete

## Step 4

Reflection on learning process : Tonklar

Based on the process that we did in this project, we learned many valuable lesson from the management of Singapore Airline, which will be illustrated in the following.

Firstly, we did learn that the most important factor to make business success is the care to consumers, more than the pricing. If we know the things that consumer really wants and give the good service to them with reliable prices, they will choose our business for sure. Also, improving and fixing the production of business is also important thing. From the learning process, our team's success is that all team members have high responsibility to do work. They finished the work on time and understand the topic well. Also, we divided work carefully based on the person speciality, so the outcome is well because we did the work that we are good at.

Apart from the previous point, there were also little failure from our team's learning process. That mistake is that we didn't practice much about presenting in front of class. So, I learned from this mistake that we should practice presenting in order to avoid mistake during our presentation. My strength as learner is that I have effort to do work as well as have the responsibility to do work. My weakness as learner is that I didn't divide work equally to my team mate. Therefore, I want to consider my team's skill and divide the work equally according to their skill, without doing the large amount of work by only myself.

Finally, the things that I learned about myself as learner is according to the ESLOs, the expectation that the MUIDS wants their students to achieve. I learned to be Strategic learner because I created a learning plan before doing work. I learned that having a good plan will decrease the time that we will use in working process. Secondly, I learned to be Innovative thinker, because I learned to use technology to create high quality product, which is well-arranged booklet. Also, I learned to be Articulate communicator, because I reflected what I learned as well as explained what I learned to the different group of people in class. As a person, I learned to work as a good leader who work with the good plan and working process, then achieves the same goal with the team.

## Reflection on learning process : Tai

In this quarter, I learnt about management, mission statement, business organisation chart, entrepreneur. I thought that I gained lots of information about business. For example, I knew how to create some business, and organised a work with my friends. This subject improved my confidence and leadership. I really liked this class even though it was very hard for me. I also like my teacher named Mr. Stanly John. He was a really good teacher. He is kind and active. I like his teaching style. Finally, I want to say that thank you for everything you had done to our class Mr. Stanly John.

In my opinion, I thought that I success in how to manage my work and organise my teammate. I can adjust myself about time and responsibility. However, I also had failure. For example, my failure was when my teammate and I didn't pay a lot of attention about some presentation, and that made me confuse about some homework. Also, when I had a presentation, I didn't have time to prepare myself. So that caused me to get low score. I thought that I can learn many things from these mistakes. For example, I learnt that what was the effects of didn't listen to other people when they were speaking.

My strength were that I am a work hard student. I have enough responsibilities in order to complete my work. I like to present my ideas to some of my friends. However, my weakness were that sometime I was a lazy person, and I can't control myself away from my phone or my computer.







