



Strategic HR Initiatives for an Airline company in India

Background:

One of India's finest low fare carrier, promoted by a big industrial Group, operates more than 59 flights a day, with a market share of 4%, Operates CAT III compliant A320 aircrafts. The client wants to focus & Strategize it's HR initiatives in order to manage it profitably in the highly competitive low cost Airlines industry.

Objectives:

To do an external environmental analysis, Industry analysis, identify the challenges, opportunities & gaps in the industry, suggest the best possible options, alternatives & strategies to overcome the challenges.

Deliverables:

Comprehensive report, strategies & recommendations in order to take care of high attrition rates, Declining yields, Building on cost efficiencies, High input costs, Gaps in infrastructure.

Recommendations:

A large & growing potential market, Developing alternative revenue streams, Air cargo operations, Airframe, engine & component overhaul, Ground handling, Training, Leveraging the internet, Access to new markets etc. Despite a growing market, airlines in India are fighting for survival in a highly competitive environment A host of initiatives are required to be taken by all concerned, to tide over the current situation- e.g., -Control Costs, Improve quality of service, Develop a large pool of skilled / technical manpower, Attract more professionals to manage the aviation industry, Develop infrastructure to match growth plans, Liberalize rules & regulations governing civil aviation, without compromising on safety & security, Reduction in ATF prices and taxation on ATF and lease rentals etc.