

# THE *Air Asia* STORY



**How a Young Airline  
Made It Possible for  
Everyone to Fly And  
Became a Runaway  
Success**

**Sen Ze and Jayne Ng**

# The Airasia Story

**Charu Lata Singh, Mona Gupta**



## **The Airasia Story:**

*The AirAsia Story* Ze Sen, 2008      *The AirAsia Story* Ze Sen, Jayne Ng, 2007      *Flying High* Tony Fernandes, Tony Fernandes

pendiri dan CEO Group salah satu maskapai terbaik di dunia dikenal sebagai sosok yang berani mengambil sikap dan apa adanya. Ditulis dalam kurun waktu 3 tahun, buku ini mengisahkan transformasi Tony dari seorang akuntan sederhana menjadi salah satu miliarder yang diperhitungkan di Asia dan dunia saat ini. Bagi Tony AirAsia adalah dongeng tak selalu menyenangkan dan punya masa gelap. Di tangannya Tony berhasil menyulap AirAsia dari perusahaan yang semula hendak tamat dililit banyak utang defisit hampir 1 juta USD per bulan, punya sedikit rute dan tak jelas masa depannya menjadi sebuah industri besar di Asia. Inilah kisah 16 tahun perjuangan Tony melawan orang-orang yang meremehkannya hingga berhasil mewujudkan mimpinya. Dan akhirnya pesan Tony kepada semua pemimpi di dunia sederhana saja: Beranilah bermimpi karena sebagian impian bisa menjadi kenyataan.

Prolog: Sebuah Kotak Penuh Mimpi

Latar Dreams oleh The Corrs

Beberapa tahun lalu seorang teman lamaku saat masih bersekolah dulu, Gerry Wigfield, tiba-tiba saja menghubungiku. Bahkan di ujung sambungan telepon jarak jauh pun aku bisa mendengarnya begitu bersemangat. Tony, ibuku menemukan sesuatu milikmu. Apa itu, Gerry? Ah, ceritanya panjang. Aku akan memintanya mengirim barang itu kepadamu lain kali kalau kau sedang berada di London. Saat itu aku sedang tinggal di Kuala Lumpur selama beberapa bulan untuk urusan bisnis, jadi kuakui bahwa percakapan ini tak lama kemudian terlupakan.

Dari benakku: Beberapa hari setelah aku tiba kembali di London dan apartemenku di Chester Square bel pintu berbunyi. Aku melangkah ke pintu dengan pakaian piama, tak bisa menebak siapa atau apa yang menungguku di balik pintu. Seorang petugas pos berdiri di sana sambil membawa sebuah paket sepanjang kira-kira satu meter dan setinggi tiga puluhan sentimeter, dibungkus dengan kertas berwarna cokelat dengan namaku tercetak rapi di atas stiker putih. Saat dia menyerahkan kotak itu, aku bersiap memegang sesuatu yang berat, namun ternyata ringan. Aku meletakkannya di meja di koridor, menandatangani tanda terima, dan menutup pintu.

Untuk beberapa alasan ingatan tentang panggilan telepon dari Gerry muncul di benakku, dan aku pun segera menyobek kertas pembungkus paket itu. Beberapa detik kemudian, sambil berdiri di tengah sobekan kertas cokelat, aku mulai paham. Aku sedang menatap sebuah kotak karton biru yang agak penyok dengan ujung-ujungnya dari kulit yang dikeraskan, gembok dari kuningan, dan tali pengikat dari kulit di ujungnya. Itu kotakku dari masa sekolah dulu, Epsom College. Sudah tiga puluh tahun aku tak melihatnya. Pada penutup kotak ada tiga stiker logo: West Ham United, Qantas Airways, dan tim Williams di Formula One. Aku menjentikkan kuncinya dan mengangkat penutup kotak. Di dalamnya ada dua kaset C90, album Arrival nya ABBA, dan The Royal Scam nya Steely Dan, beserta sebuah bungkus berisi mi kering yang biasa dikirim oleh ibuku dari Kuala Lumpur. Isi kotak itu membuatku gamang. Dulu aku merasa hancur. Kenangan tentang Mum pindah ke Inggris dan kehidupan masa sekolah membanjiri benakku. Kotak tersebut baik bagian dalam maupun luar mewakili semua mimpi yang pernah kualami ketika aku sedang bertumbuh besar. Aku menyukai olahraga, musik, dan pesawat terbang. Apa yang membuatku merasa

meluap luap pada saat itu adalah saat menyadari bahwa impian masa kecilku telah menjadi kenyataan Sejak lulus dari Epsom aku telah mendirikan bisnis musik bekerja sama dengan beberapa bintang pop terbesar dunia dan membawa bandband Malaysia dan Asia ke tingkat dunia Aku telah mengambil alih sebuah klub sepak bola Inggris dan digendong di bahu para pemainnya di Stadion Wembley setelah kami berhasil mendapatkan promosi ke liga utama Aku telah berdiri di garis start di Grand Prix dengan mobil Formula One ku sendiri Aku telah mengambil alih sebuah maskapai penerbangan kecil dan mengubahnya menjadi bisnis kelas internasional yang mengangkut 70 juta penumpang setiap tahunnya Mengubah semua impian itu menjadi kenyataan perjalanan dari menempelkan stiker pada kotak itu hingga membuka pintu untuk petugas pos sekitar tiga puluh tahun kemudian terkadang terasa begitu menyedihkan dan meremukkan hati namun penuh kehebohan dan kegembiraan Perjalanan tersebut juga menorehkan kisah yang nyaris mustahil dan sungguh tak terduga Namun marilah kita mulai dari awal ketika masa kecil dan masa sekolahku tidak menunjukkan tanda tanda semua impian itu akan menjadi kenyataan

Non Fiksi Bisnis Karir Kaifa Mizan Publishing      *Globalising and Sustaining an Asian Brand* Tony Fernandes, 2006      **Strategic Management** A. Naga, In today s world change is the only constant factor In the last few decades there has been a radical change in how organizations function To survive in this highly volatile environment companies need a long term strategic vision and thinking In light of this strategic management has become a significant topic and is taught as the core subject in MBA PGDM programmes in Indian universities and business schools This is a book written in the context of the Indian business environment but with a global orientation It is comprehensive and contemporary in its approach      Strategic Human Resource Management Catherine Bailey, David Mankin, Clare Kelliher, Thomas Garavan, 2018 What is strategic HRM and how do you apply it in business What makes good HR strategy and how do you develop it What are the key issues that need to be considered when creating developing and embedding a strategic approach to managing people These are the fundamental questions asked by HR professionals and tackled in this innovative and comprehensive textbook Drawing on the latest academic research the well respected author team take a reliably thematic approach to SHRM Broken into four distinct parts the book addresses the context theories themes and future of managing people strategically Case studies and examples include Tata Motors Samsung Pizza Express and Deliveroo ensuring that theoretical discussion is always linked to practical application New Strategic HRM in Action boxes take this one step further by presenting students with a scenario in which they themselves can make strategic decisions and reflect on their own evaluation of real life business practices Critical thinking is essential in SHRM so frequent Critical Reflection boxes Review Questions and questions accompany every case study ensure students are challenged to engage with the subject critically and reflectively Global case studies and an opening chapter dedicated to the global context of SHRM challenge the dominant Western perspective and provide a rounded and adaptable view of SHRM A user friendly structure and wide range of learning features including learning objectives key concept boxes and summaries ensure the text remains accessible even for

those completely new to SHRM ONLINE RESOURCES For Students Glossary Web links For Instructors Additional case studies PowerPoint slides Seminar activities Suggested case study answers Figures from the book **The AirAsia Story 2** Pei Ling Chin, 2014 **Corporate Branding in Logistics and Transportation** Nor Aida Abdul Rahman, T.C.

Melewar, Pantea Foroudi, Suraksha Gupta, 2024-03-05 The academic and scholarly interest in the subject of branding in both the consumer and industrial markets has grown substantially in the dynamic post pandemic environment The growth in research outputs by a handful of business scholars explains the impact of brand in an industrial business to business setting at the cognitive level only and has not considered its impact specifically on logistics and transportation despite the value it can offer Considering these gaps in the periphery of our existing knowledge this book explores corporate brand management within the logistics and transportation sector from the perspective of image reputation and identity This edited collection offers a blend of comprehensive and extensive high quality research from global highly reputed contributors It covers issues related to the establishment of brands relevant niches such as service performance and social support aviation and maritime industries media relations crisis branding and innovation Exploring a wide range of sectors within logistics and transport the book illustrates the many dimensions of corporate branding and theories future trends and developments as well as proposing a model for future research Containing a balance of theory and practice with effective case studies Corporate Branding in Logistics and Transportation will appeal to marketing academics and upper level graduates in particular It will also be a valuable resource for those studying or researching logistics supply chain management and transport studies

**Marketing Cases from Emerging Markets** Dilip Mutum, Sanjit Kumar Roy, Eva Kipnis, 2013-09-03 Despite the fact that experts acknowledge the importance of the emerging markets there is a dearth of real case studies specially focussed on marketing issues This case study book addresses that need It is also important and timely in providing a framework for instructors and researchers both academic and industry to understand the dynamics occurring in emerging markets This book is composed of long and short real cases with varying complexity in different sectors including airlines hotel fashion etc These will cover issues which are unique to the emerging markets including the BRIC countries to understand the dynamics occurring in these countries With its case studies collection of questions and real life marketing examples this book offers unique benefits to marketing students and educators across the world A must have for every marketing course module

**Flying High** Tony Fernandes, 2017 As a boy Tony Fernandes wanted to be a pilot a footballer or a racing driver By 2011 he d gone one better founding his own airline and his own formula one team and becoming Chairman of Queens Park Rangers helping them reach the Premier League again after a 15 year absence from the top flight Flying high is the memoir of an exceptional business leader the man who created Asia s first budget airline democratizing air travel in Asia and building AirAsia into a multi billion dollar company in the process **Winged Legends: Stories of Innovation and Flight** Pasquale De Marco, From the first daring attempts at flight to the supersonic marvels of today aviation has captured the human

imagination for centuries In this comprehensive and captivating book we take you on a journey through the fascinating history of aviation exploring the innovations achievements and challenges that have shaped this remarkable field Meet the pioneers who pushed the boundaries of aviation technology from the Wright brothers to Neil Armstrong Learn about the major events that transformed aviation from the golden age of flight to the modern era of jet travel Discover the intricate workings of aircraft from their design and engineering to their operation and maintenance Aviation has revolutionized the way we live work and communicate It has made it possible to travel across vast distances in a matter of hours connecting cultures and economies around the world Aviation has also played a vital role in warfare delivering humanitarian aid and facilitating disaster relief efforts But aviation is not without its challenges The industry faces environmental concerns safety issues and the ever changing demands of a dynamic world In this book we delve into these challenges and explore the efforts being made to address them from sustainable aviation fuels to advanced safety technologies Whether you re an aviation enthusiast a history buff or simply someone fascinated by the wonders of flight *Winged Legends Stories of Innovation and Flight* offers a captivating exploration of this extraordinary realm With its in depth analysis vivid storytelling and stunning visuals this book will transport you to the skies and leave you awestruck by the ingenuity and resilience of the human spirit Soar through the pages of *Winged Legends Stories of Innovation and Flight* and embark on an unforgettable journey through the skies where dreams take flight and the impossible becomes reality If you like this book write a review

*The Routledge Companion to Performance Management and Control* Elaine Harris, 2017-08-15 Performance management is key to the ongoing success of any organisation allowing it to meet its strategic objectives by designing and implementing management control systems This book goes beyond the usual discussion of performance management in accounting and finance to consider strategic management human behaviour and performance management in different countries and contexts With a global mix of world renowned researchers this book systematically covers the what the who the where and the why of performance management and control PMC systems A comprehensive state of the art collection edited by a leading expert in the field this book is a vital resource for all scholars students and researchers with an interest in business management and accounting , Hubbing for Tourists Evan R. Ward, 2023-09-05 Dubai International Airport DXB Emirates Airlines and the Burj al Arab Changi International Airport SIN Singapore Airlines and Marina Bay Sands Chek Lap Kok HKG Cathay Pacific and The Peninsula Hotel Kingsford Smith SYD Qantas Airlines and the Wentworth Hotel What do these collective entities have in common Not only do they link global air hubs with city centric long haul airlines and destination worthy hotels but they are the product of a distinct strategy to boost tourism development through the synergies created by aviation development This volume explores the evolution of tourism development through synergies created by airline airport and hotel development in the Persian Gulf namely Dubai Southeast Asia primarily Singapore and East Asia mainly Hong Kong during the twentieth and twenty first centuries These hubs included but went beyond traditional models of hotel development

as models for economically viable tourism programs particularly after World War II The book also examines how such systems integrated travelers airlines and airports in Australasia and Europe while at the same time competing with imperial systems of airport and airline development This book illuminates the strategies behind and competition between cities during the current century for air traffic tourists and airlines transiting between Europe Southeast Asia and Australasia The Global Commercial Aviation Industry Sören Eriksson,Harm-Jan Steenhuis,2015-07-16 This book provides a state of the art overview of the changes and development of the civil international aircraft aviation industry It offers a fully up to date account of the international developments and structure in the aircraft and aviation industries from a number of perspectives which include economic geographical political and technological points of view The aircraft industry is characterized by very complex high technology products produced in relatively small quantities The high technology requirements necessitate a high level of R D In no other industry is it more of inter dependence and cross fertilisation of advanced technology Consequently most of the world s large aircraft companies and technology leaders have been located in Europe and North America During the last few decades many developing countries have tried to build up an internationally competitive aircraft industry The authors study a number of important issues including the political economy of the aircraft industry globalization in this industry innovation newly industrializing economies and the aircraft industry This book also explores regional and large aircraft transformation of the aviation industry in Central and Eastern Europe including engines airlines airports and airline safety It will be of great value to students and to researchers seeking information on the aircraft industry and its development in different regions

**Marketing Cases from Emerging Multinational Enterprises (eMNEs)** Zafar U. Ahmed,Omer F. Genc,2024-12-23 Globalization has changed the world economic picture and emerging markets have developed very fast Several multinational companies from emerging markets came to world arena and compete with big multinationals from developed countries This book explores the ways in which emerging multinational enterprises eMNEs work to become competitive global brands It explores eMNEs from industries such as airlines banking food distribution automotive and information technology These cases are useful to researchers scholars students and practitioners interested in eMNEs branding and emerging markets

*Asian Competitors: Marketing For Competitiveness In The Age Of Digital Consumers* Philip Kotler,Hermanwan Kartajaya,Den Huan Hooi,2019-03-15 Today s dynamic and uncertain environment has contributed to the changing nature of markets In order for companies to keep up they will need to embark on new wave marketing to ride the wave of opportunities provided by the changes in the environment such as the digital revolution This is critical all over the world but none more so than in Asia Asia is not only the world s biggest market but also the fastest growing It is therefore essential for marketers to understand the dynamics of Asian companies and what they have to offer to the wider world This book analyzes competitive companies from 18 Asian countries that have successfully practiced new wave marketing and in so doing provide invaluable lessons that others may find useful Comprehensive case studies are used

not only to describe how some of Asia's best companies compete but also to analyze the concepts of new wave marketing their actions are based on This book is unique in its depth and breadth of cases from companies in the ASEAN region to North east Asia including Mongolia and SAARC The authors of this book Professor Philip Kotler arguably the Father of Modern Marketing Hermawan Kartajaya from Indonesia and Hooi Den Huan from Singapore are all experts in their field and have previously produced other bestsellers This book with its focus on real life examples of competitive Asian companies in the age of digitalization complements the principles and theoretical frameworks of new wave marketing that are detailed in its sister book Together these books provide a comprehensive picture of the changing Asian marketing landscape

*Introduction to Corporate Communication* Charu Lata Singh, Mona Gupta, 2021-12-30 This book examines the evolution of corporate communication in the recent past in the context of the rapidly changing contemporary business environment in India Using several case studies it illustrates the growing need for small and large businesses to recognize and form a direct connection with their stakeholders and further explains the effective ways through which specific business requirements are realized by communication managers The book explores the greater dependency and function of multiple media strategies and their challenges It also offers various theoretical and practical insights into the successful integration of diverse communication and marketing strategies like employee communication investor relations corporate social responsibility and philanthropy branding crisis management and corporate ethics and governance among others Lucid and comprehensive this book will be an essential read for students and scholars of corporate communications business management media and communication studies public relations and marketing as well as communication and marketing practitioners **Bold** Shaun Smith, Andy Milligan, 2011-04-03 WINNER CMI Management Book of the Year Awards 2012 E book Category More than ever before business success depends on standing out from the crowd and delivering authentic experiences that turn your customers into advocates for your business BOLD tells the stories of 14 companies that prove that brand building is now about completely rethinking the customer experience and redefining the relationship you have with your customers Each inspiring story is told by the executives involved who were brave enough to pursue audacious goals challenge industry norms and win BOLD puts the spotlight on Virgin Galactic Innocent O2 Air Asia X Chilli Beans Six Senses Resorts and Spas Burberry BBH The Geek Squad TNT Express JCB WWF Umpqua Bank and Zappos com These inspiring case studies demonstrate that putting purpose before profit going way beyond what customers expect and relentlessly differentiating themselves from everyone else in other words being bold in thought bold in execution and bold in measuring their success in new ways pays off **Success Stories** Philip Andrew, 2023-10-10 Do you want to know entrepreneur success stories How do they start their business How do they build their products and companies How do they get massive success In this book you will read the stories of 104 successful entrepreneurs that will inspire you This book includes stories like Elon Musk Jeff Bezos and Mark Zuckerberg Read this book now



## **The Airasia Story** Book Review: Unveiling the Power of Words

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