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A WORKING REPORT ON THE COMMERCIAL DEPARTMENT OF QATAR AIRWAYS

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Independent University, Bangladesh

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A WORKING REPORT ON THE COMMERCIAL DEPARTMENT OF
QATAR AIRWAYS

by
Shahrina Haque
ID: 0310072

An Internship Working Report Presented in Partial Fulfillment of the Requirements for the
Degree of Bachelor of Business Administration (B.B.A)

INDEPENDENT UNIVERSITY, BANGLADESH
December 2008

A WORKING REPORT ON THE COMMERCIAL DEPARTMENT OF
QATAR AIRWAYS

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By

Shahrina Haque

ID: 0310072

Approved on
September, 2008

Mr. Chowdhury Rajkin Mohsin

Lecturer,

School of Business,

Independent University, Bangladesh

December 1, 2008

Letter of Transmittal

Mr. Chowdhury Rajkin Mohsin
Lecturer of Finance, School of Business
Independent University, Bangladesh (IUB)
Dhaka, Bangladesh.

December 1, 2008

Dear Sir,

Subject: Submission of the internship working report.

This is to inform you that, I am delighted to submit the working report on “The Commercial Department of Qatar Airways”, as a requirement for BBA 499 program. It was a great experience to me working for a five star airline like Qatar Airways; I have gathered lots of knowledge on Airline industry and enjoyed working there.

Sincerely Yours

.....

Shahrina Haque

ID# 0310072

ACKNOWLEDGEMENT

I would like to express my gratitude to all those who gave me the possibility to complete this report. I want to thank the Commercial Department of Qatar Airways for giving me permission to commence this report in the first instance, to do the necessary research work and to use departmental data. My special to thank goes to the HR Coordinator Mr. Mohammed Tariqul Islam who gave and confirmed the permission and encouraged me to go ahead with my report. Without his appreciation it would not have been possible for me to complete this report. I am bound to the Area Manager-Mr. Ajmal Zahidi and to Snr. Pricing Assistant Mr. Kazi Ibrahim for their stimulating support.

I am deeply indebted to my supervisor Mr. Chowdhury Rajkin Mohsin from Independent university, Bangladesh whose help, stimulating suggestions and encouragement helped me in all the time to writing of this report.

My colleagues from the Commercial Department, Marketing Department and Sales Department who had supported me in my report work. I want to thank them for all their help, support, interest and valuable hints. Especially I am obliged to Ms. Nadia Azmeer, Ms. Isan Zahra, Mr. Bankshi Md. Tayab, Mr. Fahim Siddiqi and Mr. Shuhanto Saha.

Especially, I would also like to express my sincere gratitude and indebtedness to the authority of Independent University, Bangladesh for their kind co-operation.

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Working Report on Commercial Department of Qatar Airways

Preface

This report is submitted in partial fulfillment of the requirements for the internship program BBA 499A of Bachelor of Business Administration. I chose Qatar Airways for my internship program. I was assigned in the commercial department of head office Qatar Airways, Dhaka. My organization supervisor was Mr. Mohammed Tariqul Islam, HR coordinator. I prepared a working report on the commercial department of Qatar Airways which was assigned by the organizational supervisor and it contains work done from September to November 2008. My report is approved by my university supervisor was Mr. Chowdhury Rajkin Mohsin, Lecturer in Finance, Independent university, Bangladesh (IUB) and also guided me to prepare this working report.

This working report will give an overview about airline industry, its product and services. It will brief us about its commercial department, its operations, reservation process and secretarial responsibilities. I have also described the job requirements, the duties I have performed my experience at the work and identified few obstacles.

Writing this report has been hard but in the process of writing I feel I have learned a lot about this industry. I have gathered primary information direct from my work, discussions with my team and organization members and secondary information are from web sites, books, news papers and ads.

Company Profile:

Qatar Airways

Travel by air has reached the point where it is now taken for granted in most corners of the globe. In this highly competitive environment, award-winning Qatar Airways has undergone a phenomenal expansion period, with an average of 35% growth year-on-year for the past 10 years. Along the way, the airline has garnered many awards and accolades, becoming one of only five airlines worldwide to have been awarded a five-star rating by Skytrax, an independent aviation industry monitor. Their commitment is to provide travelers with the highest quality of service in the air and on the ground. Qatar Airways will grow these services as they continue along their path of expansion and quest to become known globally as the best airline in the world.

Qatar Airways		
IATA QR	ICAO QTR	Callsign QATARI
Founded		1993, Re launched in 1997
Hubs		Doha International Airport
Frequent flyer program		Qatar Airways Privilege Club - Qmiles
Member lounge		Qatar Airways First and Business Lounges
Fleet size		64 (+183 orders including 30 options)
Destinations		over 83
Parent company		Government of Qatar
Company slogan		World's 5-star airline
Headquarters		Doha, Qatar
Magazine		Oryx
Key people		Akbar Al Baker (CEO)

Figure 1: Qatar Airways

Working Report on Commercial Department of Qatar Airways

Route Map

Qatar Airways now flies to 83 destinations worldwide. The airline is growing at an unprecedented rate and will be launching more destinations in the near future. Together with our code share partners our network is stretching even further around the world.

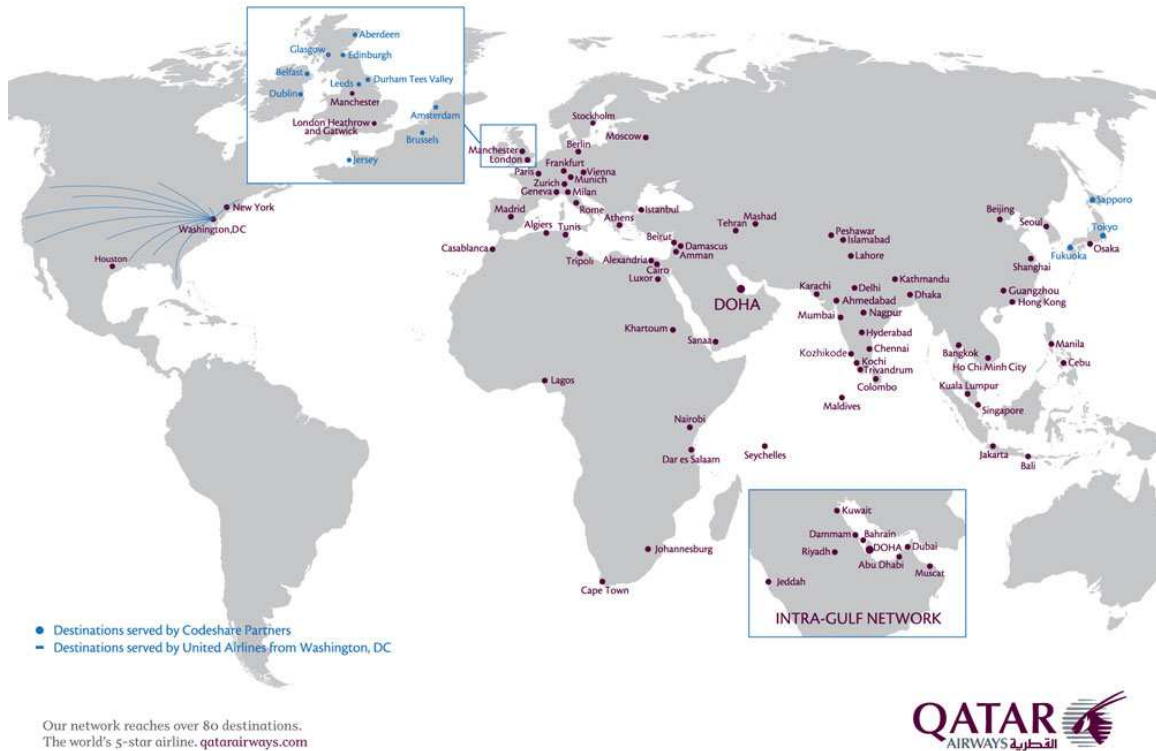


Figure 2: Destination

Qatar Airways Fleet

Qatar Airways flies one of the youngest and most modern fleet of aircraft in the skies today. Right at the moment there are 63 aircraft serving all around the world.

The airline will operate a fleet of 110 aircraft by 2013 – almost double the existing size. During 2007, Qatar Airways ordered 80 Airbus A350s, together with 60 Boeing 787s and 32 Boeing 777s. It has ordered five of the twin-deck Airbus A380 ‘super jumbos’ for delivery from 2010.

They are committed to providing our passengers with the highest levels of service and innovation onboard our flights. Their long-haul fleet of Airbus A330 and A340 aircraft features interactive in-flight audio and video options for every passenger in all cabins.



Figure 3: Qatar Airlines at Manchester Airport

Their newest aircraft-type, Boeing 777s, feature Qatar Airways’ next generation Oryx Entertainment in-flight entertainment system offering every passenger in both Business and Economy Class a choice of more than 700 audio and video options. The interactive service includes over 150 international movies, 150 TV programmers from around the world, and more than 50 games and 500 audio CDs to choose from.

Qatar Airways formerly flew an all-Airbus fleet but now has a mix of Airbus and Boeing aircraft. The fleet consists of the following aircraft as of March 2008.

Working Report on Commercial Department of Qatar Airways

Cargo

Qatar airways operate 3 cargo flights beside passenger flights in Bangladesh. Qatar Airways has 2 freighters Cargo of 40 tons. In the passenger flight it can carry 18-20 tons of cargo as well. Total 9 flights they operate carrying goods.



Figure 4: Airbus A300B2/B4 Cargo at Doha International Airport

The airlines freight branch, has ordered 7 B777-200F. The first B777-200 freighter will be delivered to the airline in 2009 to coincide with the opening of the New Doha International Airport, which will have freight facilities able to handle 750,000 tones of cargo per annum during its first development phase. The B777-200F will be used primarily on Qatar Airways' Far East and European routes and will be supplemented by Airbus A300-600F freighters that operate on regional routes feeding the airline's hub. Meanwhile, a new destination, Zaragoza has been added to the cargo destination, the route is operated every Saturday using an A300-600F, and the returning flight goes through via Dubai, increasing the capacity to the city 3 times a week.

Qatar Airways Cargo Fleet				
Aircraft	Total	Capacity	Routes	Notes
Airbus A300-600RF	5	44 tons	Europe, Pakistan, India and South-East Asia	
Boeing 777F ^[6]	(7orders) ^[7]			Entry into service: 2009

Table 1: Cargo Fleet

Cabin

All classes' onboard Qatar Airways aircraft (except A300/319/320/321) have video screens at every seat. Live digital satellite television can be accessed on the A330 and A340 aircraft, offering a range of European and Arabic channels. All long-haul fleet aircraft are equipped with in-demand IFE systems featuring the latest movies, TV programmers, music, games, interactive maps, and a personal telephone.

Qatar Airways plans to introduce new flat-bed seats in business class in its upcoming Boeing 777-200LR aircraft. The new beds will be introduced throughout the fleet in due course of time.



Figure 5: Interior of Qatar Airways A330

Working Report on Commercial Department of Qatar Airways

First Class

First Class offers a 180 degree flatbed, a 15-inch seatback in-flight entertainment (IFE) system featuring movies, TV, and audio selections, a personal telephone, power-ports, a feather duvet, slippers, pajamas, and an overnight amenity kit.



Figure 6: First Class Cabin

Business Class

Business Class offers a 160 degree flatbed and independent lumbar support and a foot massage bar (on selected long-haul services only). Qatar Airways plans to introduce new flat-bed seats in business class in its upcoming Boeing 777-200LR aircraft.



Figure 7: Business class cabin



Privilege Club

Qatar Airways' Privilege Club loyalty Programme has reciprocal agreements with bmi's Diamond Club, Lufthansa's Miles and More, Middle East Airlines' Cedar Miles, All Nippon Airways' Mileage Club, United Airlines' Mileage Plus, and US Airways' Dividend Miles frequent flyer schemes. Privilege Club also has tie-ups with international hotel & car rental companies.

Qatar Airways Exclusive Premium Terminal



Figure 8: Airbus A320-200 being taxed at Berlin-Tegel Airport

The Premium Terminal, Qatar Airways' dedicated terminal for First and Business Class passengers, opened at Doha International Airport in winter 2006. Built in nine months at a cost of US\$90million, the 10,000sqm Premium Terminal features facilities ranging from check-in, duty-free shopping, conference rooms, nursery and play area to spa treatment rooms, sauna, Jacuzzi and restaurants. Water features are used throughout.

Airline Industry in Bangladesh:

There are basically three international airports covering the port city of Chittagong, capital city Dhaka and Sylhet. There are also 6 domestic airports in Bangladesh around some major cities of Cox's Bazar, Jessore, Barisal, Bagerhat, Rajshahi, & Saidpur. Beside the 9 operated airport there are another 7 STOL (Short Take-Off and landing) & 9 unused airports respectively, some of which is now controlled by the Bangladesh Army.

Biman Bangladesh Airlines, the national flag carrier of Bangladesh has its main hub at Zia International Airport in the capital city of Dhaka. Although it has Air Service Agreement with 42 different countries, but maintains flight to only 18 at present, due to shortage of aircraft. Biman Bangladesh Airlines has placed an order with aircraft maker Boeing Co (NYSE: BA) for two Boeing Next-Generation 737-800s. The airline also reserved purchase rights for two additional 737s.

Biman is planning to operate an all-Boeing jet fleet in the future. It recently ordered four 777-300ERs and four 787-8s with purchase rights for four more of each model type.

Some of the key players in the airline industries like Qatar Airways, Emirates, British Airways, Singapore Airlines, Malaysian Airlines, Thai Airways, Gulf Airways, Indian Airlines, Etihad, Saudi and others land in Zia International Airport, from which Indian Airlines, Thai Airways also land in Chittagong International Airport.

Due to recent rise in fuel cost, flying in an aircraft has become more luxurious. However, government of Bangladesh only allows people to cross the border by road to India only. The other destination of the world has to be reached by air. Much of the airlines industry business on the political terms in between two countries. For example, countries like UAE, Saudi Arabia, Malaysia etc has welcomed unskilled labor employment. This has increased airline fleet of the designated Flag carriers. One of the Airlines industry norm is that, all national flag carrier operating in international countries, must transit to their origin hub, before flying into onward destination. For example,

Working Report on Commercial Department of Qatar Airways

passenger flying to Melbourne, Australia from Dhaka, Bangladesh on Malaysian Airlines will have to stop over at Kuala Lumpur, since Malaysian Airlines' hub is in KL.

Qatar Airways in Bangladesh:

Bangladesh is stretched over an area of 144000 sq. km with a population of 145 million people.

Dhaka is the capital city. The country is divided into 68 districts. The most viable and travel revenue generating areas are Dhaka (DAC), Chittagong (CGP) and Sylhet (ZYL). In general 60% of the revenue is generated by the labor traffic mostly to the M. East.

Qatar Airways started operation into Bangladesh (DAC) in the year 1995 under the banner of GSA M/s. Oryx Aviation whose responsibility included providing staff, accommodation, accounts, remittance, distribution, cargo and pax sales, marketing, Oryx Aviation is also the GSA in CGP and ZYL. Qatar Airways appointed their direct staff in the year 2000 with the Area Manager. Qatar Airways started with one flight a week and presently the number has increased to 7 flights a week. Efforts are being made to increase flights further.

Bangladesh is a fascinating land with colorful History and rich tapestry and plenty of manpower. It offers tremendous opportunities for generating Business, Leisure and labor market with the right type of selling tools.

Business Overview

Sales Territories - Mainly Dhaka, Chittagong, Sylhet.



Figure 9: Sales Territories

Area	:	144036 sq.km
Population	:	145 Million
Capital City	:	Dhaka (Population: 21-23 Mil)
Currency	:	Taka - linked with Dollar
		ROE 1 USD = BDT 70.00
Districts	:	68

Working Report on Commercial Department of Qatar Airways

Product & Services:

Qatar Airways started its first operation from DAC on 26 DEC 1995 with once a week flight. After the re-launch in 1997 the frequency has grown to 7 per week.

Table 2: A summary of operation / product and connectivity is given below :

FREQ	A/C Type	DEP-DAC	ARR-DOH	FLT NO	Pax CONFIG	class	AVG. CGO Capacity
Morning- 1,3,4,5,7 Evening- 2,6	A332/ A333	Morning- 08:30 Evening- 20:30	11:05 23:05	QR 345 QR343	24/248	J/Y	12 TONS 80 CBM

Table 3: Connectivity P/Week To Major Destinations 2008 / 2009

Summer 2008/09 7 FLTS P/Week : 5 Morning Deps. 2 Evening Deps.

From	To						
DAC	DOH	DXB	AUH	ALG	ALY	ATH	AMM
	7	7	7	4(STPC)	2	3	5

BEY	CPT	MCT	DMM	RUH	JED	LHR
5	4(STPC)	7	3(STPC)	3	4	6

MUC	CDG	CAI	CMN	DAM	FRA	JNB
5	5	5	2	5	5	2(STPC)

LXR	KRT	MLE	MAN	MIL	SAH	TIP
1	5	5(STPC)	5	4	2	2

TUN	DME	FCO	IST	LGW	MAD	TXL
------------	------------	------------	------------	------------	------------	------------

Working Report on Commercial Department of Qatar Airways

4(STPC)	5	4	1	2	4	4
---------	---	---	---	---	---	---

VIE	ZRH	BAH	KWI	MHD	LOS	THR
3	4	7	7	3	2	3

NBO	SEZ	EWR	IAD
3(STPC)	4(STPC)	1(STPC)	2(STPC)

Aircraft seat configuration:

Qatar Airways have airbus A330-302 beside A332 and A333. A330-302 is the biggest one waiting to enter in Bangladesh. Every aircraft of Qatar Airways is very new. In A330 it has 305 seats. The first portion of the aircraft is the cockpit, then the first class seats, then business class seats, after that economy class seats.

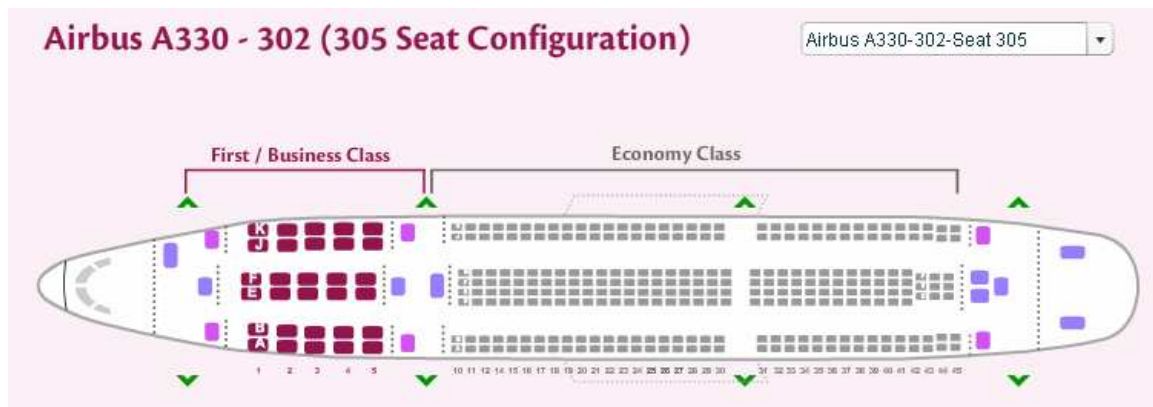


Figure 10: Airbus A330-302

Qatar Airways aircraft seats are better than any other airlines. Of course it is five star airlines so Qatar Airways maintain its quality through its service, connectivity, comfort in the air and other facilities.

Working Report on Commercial Department of Qatar Airways

Market Segmentation:

With the Corporate Strategy in place, one of the key commercial objectives is to be able to group our existing customers into segments that have similar characteristics. A richer and more detailed understanding of customer segments is essential for achieving and sustaining growth and performance. By effectively segmenting passengers first at a station level, will then be able to map trends by region and ultimately on a global level which should enable Qatar Airways to extract the maximum possible revenue from every passenger sold. The outcome of the segmentation will also help in the allocation of resources.

The “Market Segmentation” exercise makes an attempt to meet the above objective, by categorizing its customers into three broad segments, namely:

- Corporate
- Leisure
- Others

Top 10 destinations of QR from Bangladesh

1. DOHA
2. DAMMAM
3. MILAN
4. DUBAI
5. KUWAIT
6. LONDON
7. RIYADH
8. ROME
9. ABU DHABI
10. MANCHESTER

PEST Analysis and the effect on Airline Industry in Bangladesh

Political Environment

Bangladesh is a democratic country enjoys a steady and stable climate. It maintains friendly and cordial relationship with its neighbors. The country wants to grow and strengthen its relationship with Far East countries because of its proximity and closeness. In the recent past there has been a political turmoil for which the planned election in January 2007 was postponed. A Caretaker Government backed by the Military has taken over since. The overall economy had taken a back step during the last one year.

Trade and commerce relationship with China, Korea, Malaysia are proving more beneficial and fruitful. Bangladesh wants to maintain this relationship.

Economical Environment

Political corruption, low level of governance, natural calamities, devaluation of currency has seriously clouded the growth of economic development. Current economical data is mentioned below:

GDP	:	USD 1285 mil.
GNP	:	375
Inflation	:	5.6%
GDP growth	:	4.5 %

Foreign exchange reserve is expected to be at USD 4.0 bil. Bangladesh is a leading exporter of Manpower which brings the highest foreign exchange in the country in term of remittance. Garments export earns 70% of the country's revenue. Main importing countries are Europe and USA. Other exporting commodities are tea, jute, leather, ceramics, vegetables and shrimps.

Socio Cultural Environment:

Country has 90% Muslim population. It maintains full communal harmony and people from all religion enjoys full freedom. Poverty rate is 50% and only 43% of the total population can read and write. Female labor force is on the increase due to the establishment of garment and other industries.

Technological Environment

Bangladesh is gradually coming up on the development of Technology sector especially in the field of telecommunication. Govt. has undertaken extensive measures to increase number of skilled and technical personnel.

Effect on Airline industry:

Those entire environments lay enormous reflection on airline industry. Changes that occur due to these environment some times it brings wealth for this industry and sometimes can cause adversity. Unpredictable political situation can cause low movement of passengers for which airlines will suffer for loss. Moreover high fuel charge, low economical condition, is always threat for this industry. Man power export only produces highest revenue in this industry in Bangladesh. Garments also produce a handsome amount on revenue in the country. Socio cultural environment produces a good amount of revenue once in a year during the Hajj time.

Airlines industry is now spreading gradually in Bangladesh. Airlines like Qatar Airways, Emirates, Malaysian Airlines etc are most popular airlines in Bangladesh. Bangladeshi flag carrier Biman Bangladesh Airlines still can not give the desired service to the passengers in this competitive industry.

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Competitors Activities in terms of Middle East:

- GF**
- Started operation since 1984 into Bangladesh.
 - Offers 9 flights with convenient connections to their entire network.
 - Wide body B-767 operations with plenty of capacity.
 - Frequent Flyer Programme.
 - Strong, aggressive and productive GSA.
 - Offer FOC Firm ticket to Top Agents.
- EK**
- Operating since 1986 into Bangladesh.
 - Operates double daily B777.
 - Have a market image of being the best carrier in Bangladesh.
 - Availability of seats at any time.
 - Frequent Flyer Program.
 - Meets the need of customers with connectivity and timing options.
- SV**
- Started operation since 1981 into Bangladesh.
 - 11 Weekly flights – B747S.
 - They enjoy total monopoly and get 60% of the market share
 - Operate through GSA
 - Despite having monopoly, offers Target based annual incentives.
- BG**
- Born 1971
 - Govt. owned.
 - Has a fleet of 4 DC-10, 2 AB310, 3 F28
 - Destinations: M. East: AUH, DXB, BAH, DOH, JED, RUH, DMM, KWI, MCT, and Europe: FRA, ROM, PAR, LON.
- AI**
- Resumed its operation from JUN,2005 after a break of 15 years. They are operating 5 flights a week with B-777.
 - Their fare in the market is 10% cheaper than QR which means we will lose some share of the UK market. Offer various deals for Europe sale such as, for

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every group of 10, one additional ticket free.

- Z5** • GMG Airlines, the only Regional/Domestic airline of Bangladesh. Operates to KTM, BKK, KUL, DEL, and CCU. Plans operation to DXB this year.

SWOT Analysis

Strengths:

1. Fastest growing and youngest airline.
2. Five star airline.
3. Award Winning Airline
4. New aircraft
5. Less transit time to London
6. Free hotel accommodation in long route and transit.
7. Access baggage facility for students and immigrant.
8. Great service.
9. Quality premium Cabin.
10. Strong PR
11. Welcome Service at Doha Airport
12. Punctuality
13. First Class Flat Beds / Business Class Sleepers Beds
14. Energetic, Enthusiastic multinational staff
15. Privilege Club
16. Premium Terminal

Weakness:

1. Only 83 destinations.
2. Only one flight a day. Ex: Dhaka.
3. Inconvenient connections to USA from DOH
4. Doesn't have first class cabin on Dhaka to Doha..
5. Few branding or marketing in Bangladesh.

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6. Low Frequency thus less capacity to RUH, JED, DMM

Threats:

1. Strong competition.
2. Shift in customer tastes- they want cheap fair.
3. new regulations
4. International security.
5. Political instability
6. Country's regular calamities i.e. Flood, Cyclone, Earthquake.
7. Weak local currency.
8. Decline in manpower export to KSA, AMM, TIP, KRT, KWI.

Opportunities:

1. Well established position with a well defined market niche.
2. Best airline in Middle East.
3. Showcasing the Premium Terminal to attract travelers
4. Qatar's booming economy
5. Friendly relationship between Qatar & Bangladesh.
6. Regular / Umrah Traffic / Extra demand for Haj Booking
7. All the year round international events.
8. Chittagong's Newly built Airport
9. Constant demand of manpower from Bangladesh.
10. Growing N. Atlantic traffic
11. DOH as a tourist destination
12. Doha New International Airport

Working Report on Commercial Department of Qatar Airways

Technology used by Qatar Airways:

1. **Amadeus:** It is 100% reservation software.
2. **PAXIS:** It is basically Passenger Intelligence Service. BSP sale of travel agents and destinations from particular origin. It gives Qatar Airways all the information about agency; they can not hide single information.
3. **SHEPSYS:** It is used to know market condition. For example- hoe big a market size is and airlines market share.
4. **Business objects:** actual flown revenue coming from the airlines.
5. **PROS:** Pricing and revenue optimization software mainly used by head office.

Structure of the Organization:

Bangladesh Office

Qatar Airways have 5 offices in Bangladesh. The head office is in Gulshan, one is in Dilkusha Motijheel and the third one is in Airport. We have office in Chittagong and Sylhet also. The total number of employee is 80. Qatar Airways have six very effective departments in Bangladesh. They are-

1. **Commercial department:** Area Manager, Secretary, HR, PR & Marketing, Office assistant.
2. **Sales department:** Sales manager, Sales executives,
3. **Reservation and Ticketing:** Reservation supervisor, reservation agents.
4. **Finance department:** Finance Supervisor, Finance Assistants.
5. **Cargo:** Cargo Service Manager, cargo sales agents, Cargo Operation Supervisor, cargo operation agents.
6. **Airport:** Airport Service manager, Airport duty officer, airport supervisor, security supervisor, airport service agents.

Working Report on Commercial Department of Qatar Airways

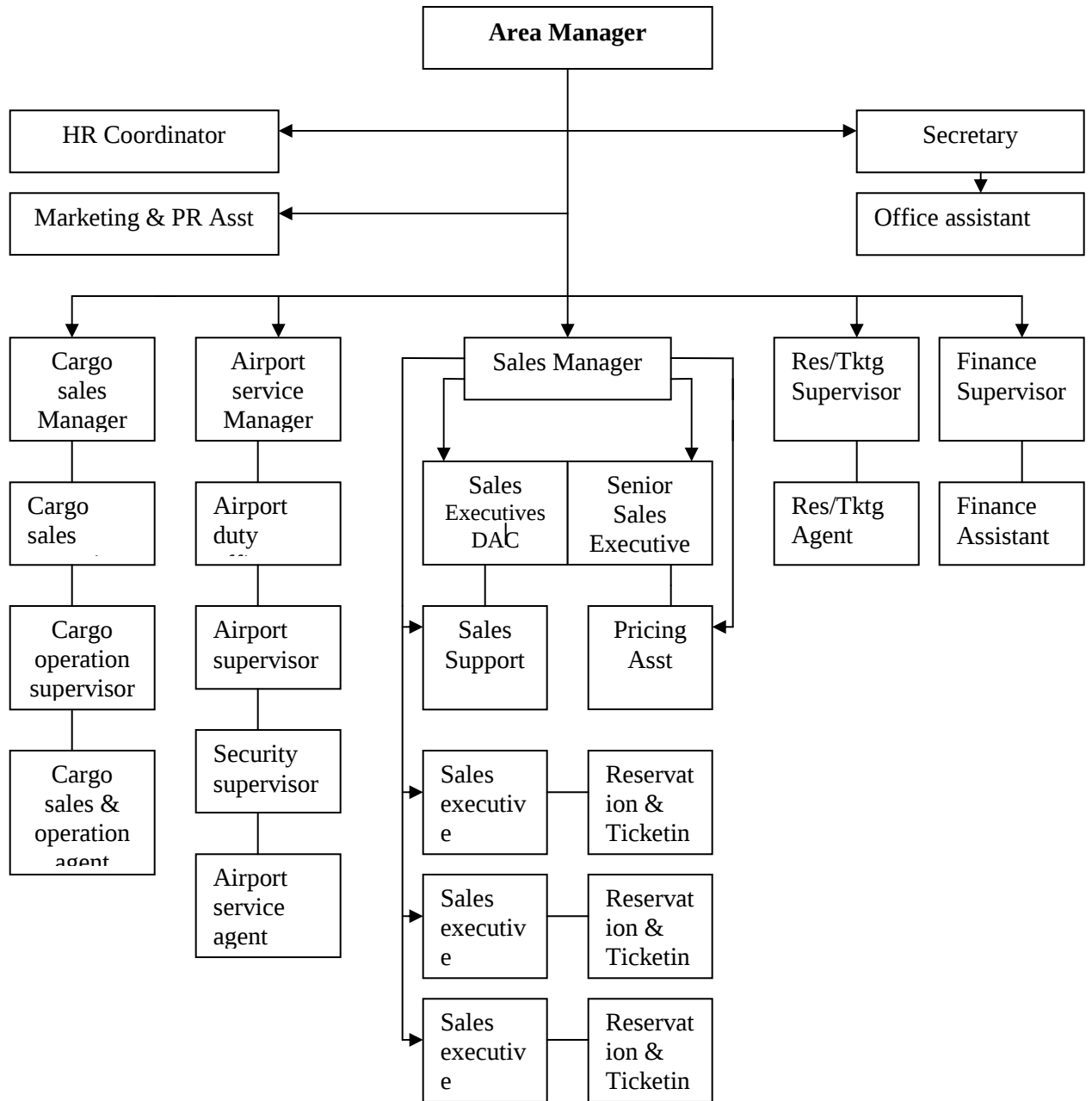


Figure 11: Structure of the Organization

My work, my responsibilities:

My department- Commercial Department:

I am working under commercial department. Under Commercial department **we have** the Area Manager, Secretary, HR coordinator, PR & Marketing and Office assistant. Partly it is called also administration. Commercial department deals with general issues of a company. This department works to keep the office running smoothly and efficiently at all times. We work as team in this department as well as with other department. To run the office smoothly team work is very necessary. Commercial department follow-up with the employee performance, public relation, office condition, in coming-out going mails, dealing with complains etc. As a secretary to area manager I had to learn my work so that I can do Area Managers work as much as I can to assist him. Airlines industry is totally different from any other industry in corporate market. Qatar Airways is a service oriented company and commercial department do all the needful to run Qatar Airways office smoothly with out any kind of interruption.

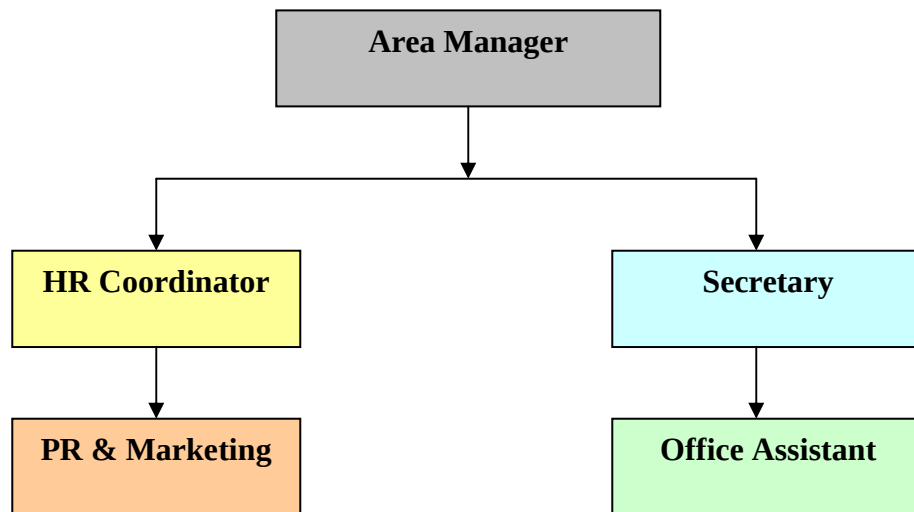


Figure 12: Commercial Department

Working Report on Commercial Department of Qatar Airways

My work dimensions:

Working as a Secretary for Area Manager-Bangladesh and liaise closely with various Departments, companies and outstations on behalf of AM.

My responsibility on behalf of Area Manager:

My main objective is to assist the Area Manager for his day to day activities. The purpose is to help out in basic functions such as maintain AM's appointments, typing of Memos, assisting in updating of administrative information, preparing notes etc.

My day to day work schedule

Morning meeting:

The morning meeting we discuss our previous days performance and according to the performance we make our new work plan. The main topic of the morning meeting is our sales and marketing. The purpose of the meeting is to follow up things properly and making the target of achievement. For example:

1. **Flight load:** Our morning meeting starts with the flight details. Where we can see then flight load for the day and upcoming days. It shows capacity of the aircraft, maximum booking and actual booking and how many upgrades. It helps us to take necessary action to maximize our load or if load is enough then how to serve the over booked load.
2. **Booking details:** We also talk about the booking details. Where most passengers are going, are they all ticketed, how many of them are non-ticketed etc.
3. **Out station performance:** Out station performance means CGP and ZYL's sale. We also check their performance to keep a good flow of their and if less then discuss necessary steps.
4. **Marketing:** We follow-up our marketing activity everyday.
5. **Sales:** Sales performance is very important issue for every organization. We follow-up our sales performance and set strategy to increase it.

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Date & Time management:

Date and time management means manage the date and time accordingly for a pre scheduled work. It is one of the most important works done by me. We have some pre scheduled meetings/ conferences or appointments which needs to be done in the due date. I keep those dates and time recorded in my system so that it can be done in the exact time. I also remind AM time to time about the due work and follow up the finished work.

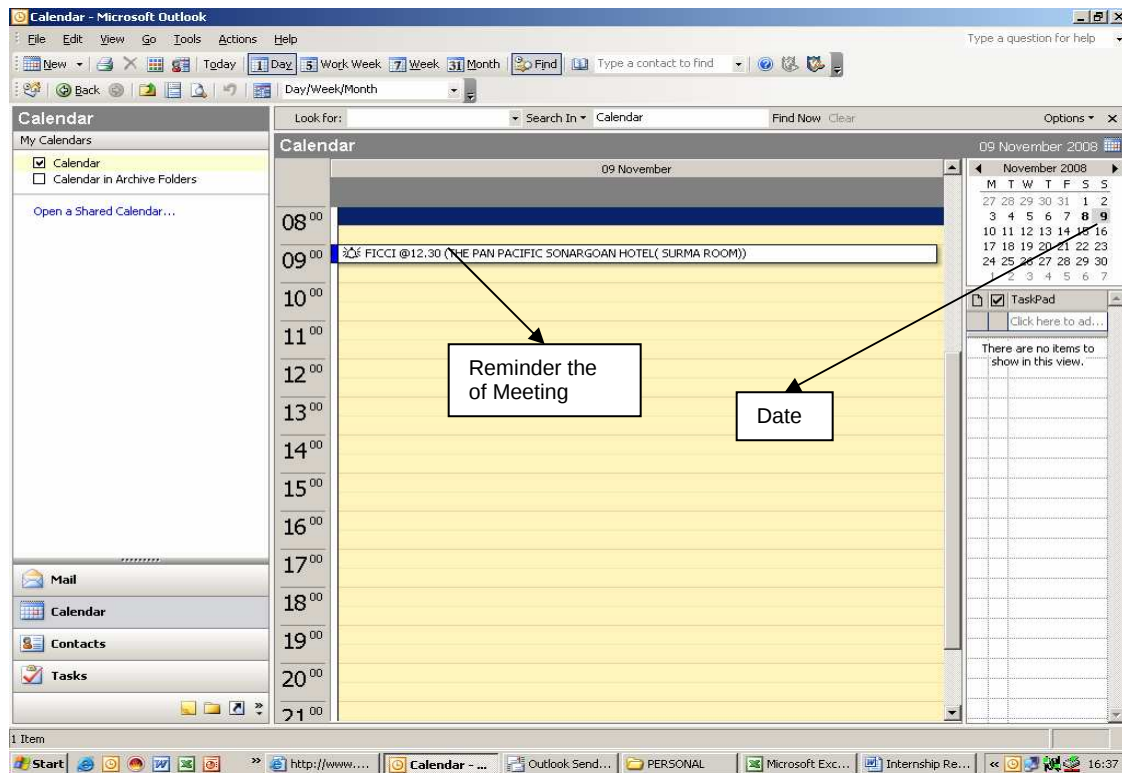


Figure 13: Appointment

Attending Management meetings & preparing minutes:

Attending Management meetings is mandatory for me as well as preparing minutes and circulate to all concerned. I am also responsible for arrange conferences and meetings for all purpose. For example - Departmental heads meeting (DHM), Monthly sales meeting (MSM), Agent meetings etc.

Arranging Duty Travel, visas, Tickets, exit permits for AM:

To arrange a duty travel first I have to take the authorization of duty travel. Then for visa we send a request letter to the respected embassy along with Visa request form. For ticketing we use **Amadeus software**. By that I can able to know the flight and timing of every carrier and can book tickets. After the duty travels I have to prepare a duty travel expense repot.

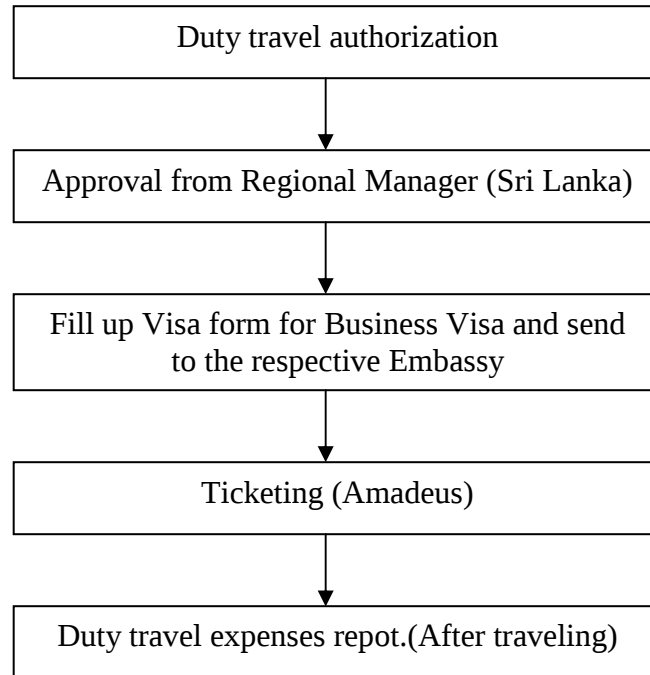


Figure 14: Process of Duty Travel

1. Duty travel authorization from:

Qatar Airways stuffs have to go for duty travel very often. To authorize duty travel I have to fill up a form called duty travel authorization from and send it to our Regional Manager to approve that. After the approval we take necessary action. A form detail is given below:

1. *Duty travel authorization*

- a. Name, Staff No, Designation
- b. Nature of Journey

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- c. Purpose of Journey

2. Ticket request

- a. From- To
- b. Carrier
- c. Class
- d. Flight No
- e. Travel date

3. Exit permit

- a. Date of proposed departure
- b. Date of proposed arrival
- c. Reason of departure dates differs from duty travel dates
- d. Employee's signature and date

4. Recommendation/ approval.

2. Visa Request form:

After approval of the duty travel authorization I fill up a Visa request form and send it to the respective Embassy. If the duty travel is in our head office Doha then head office take the initiative and get the visa for the respective employee.

3. Ticketing:

For ticketing and to know the flight date, time and the seats we use Amadeus software. Dates are pre-scheduled according to the travel date, we just cut the ticket accordingly.

4. Duty Travel Expense report:

After the meeting/ conference I prepare a duty travel expense report for Area Manager. Where all expenses related to the traveling will be included and it is necessary to keep track on company expenses.

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Attending phone calls:

I have to attend phone calls mostly for the Area manager and keep record of them. The reason of this policy is that to help AM to keep track over the ph calls and to relief him from unnecessary call.

E-mail responsibilities:

Most of the work is done by email. I receive 5 to 15 emails daily and I am responsible to reply them all on daily basis. I receive emails regarding flight schedule change, special offer, airport condition, any problems occurred in any station, station update, passenger list, cargo freight, freighter schedule, complains, marketing related emails, requisition, corporate deals etc.

Mail responsibility:

Receiving incoming mail and distributing it to concerned Management is one of my very important works among other works. I keep a list of all incoming and out going mail for my document as well as I stamp them to keep the date of receiving and out going mails.

Liaising with all departments for AM's correspondence:

My work is such a work where I have to Liaise with the other departments also such as marketing department, sales, accounts, finance, cargo, reservation, pricing, administration, management, IT, Airport, Human resource, Ticketing and Remittance department.

Drafting letters:

I have to draft letters and dispatch it to the outstations and in house departments after AM's signature. For example-

1. Acknowledgement letter
2. Offer letter
3. Request letter

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4. warning letter
5. Appointment letter
6. Visa request letter.
7. Caution letter
8. Thank you letter
9. Greetings.
10. Circular.
11. Airport pass letter.
12. Complaint letter.
13. Translate Bengali letters.

Data Management and Filing:

Filing is mandatory. As a secretary I am the responsible person to keep records of everything related to my organization. It is not only for keeping track but also to avoid any unpleasant situation and to follow-up. Any incoming mails, emails, request etc needs to be recorded in the appropriate file and so the out going stuffs. By filing we can keep track on every potential things.

Being elegant and intellectual:

Apart from my all work another work is done by me is that being very elegant and intellectual in every point of my job. So that I can ask questions frequently and can answer all questions frequently as well to any respective. There is no chance of emotions and hesitation in my work because I have to think professionally. For example- we assist everybody as much as we can but we can not do anything which is against our QR policy, even I can not do a favor to someone it is against our QR policy. But yes we consider some moral things.

My weekly work:

Last day of the week is my follow-up day. Where I recall my all work where I have done on the whole week and update them. I check my all files to see weather is anything

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missed out or not. I check my all emails of the whole week so that nothing can miss and nothing in pending.

My monthly work:

At the end of the month we have a **Department Heads Meeting (DHM)**. Every departmental head has to present there. In the DHM we discuss about the overall company performance of the last month. We have a sales presentation, finance presentation, cargo performance presentation, presentation from Airport and marketing update. Beside the presentations we discuss about the problems of our office, what we need in our office, something need to changed etc. the Area Manager also take individual information department wise and also from everyone present in the meeting.

My responsibilities are first of all to give circular to every departmental head via email, then update the presentation in the shared folder and check them weather all the presentations are properly updated or not. After that I prepare agenda received from different department and items which are going to be discussed in the DHM.

In the DHM I circulate the agenda items to everyone. Then I take minutes during the meeting for the monthly DHM report. Along with the minutes to prepare the DHM report I need to take data from sales presentation, finance presentation, cargo presentation and airport presentation. I have to send this report to our Regional Manager to give him the overall look of Bangladesh Qatar Airways performance and office condition.

My work at Reservation:

Earlier I have mentioned that I book ticket for Area Manager, select his travel date, flight timing etc. Besides this I need to know reservation to see the daily flight, weekly flight, regular fares and special fares, light loads etc. Reservation is not only for book tickets or check the flights but also to check PNR, give fares to the passengers, change bookings, confirm tickets, customer service etc.

We use Amadeus software for reservation. To use Amadeus I have to use many commands. Let me give a few details of Reservation which is flowing:

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PNR- record located number. By which we can know the confirmation. It is a 6 digits number including alphabets. In the PNR airlines use the following abbreviations.

Example: ACK4DZ. To check PNR the command is- RTACK4DZ.

A- ALFA	B- BRAVO
C- CHARLI	D- DELTA
E- ECHO	F- FOXTORT
G- GULF	H- HARRY
I- INDIA	J- JULIET
K- KILO	L- LIMA
M- MIKE	N- NANCY
O- OSCER	P- PETER
Q- QUEBEE	R- ROJAS
S- SEARS	T- TANGO
U- UNITED	V- VICTRY
X- XRAY	Y- YANKY
Z- ZIBRA	

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Check daily flight to Dhaka-Doha:

To check how many flights we have in a day. By the following command we can able to know the flight number, departure and arrival time, vacant seats etc. it's a general command by this we can check flights from all career, here it just need to change the career name. For example in the place of QR just have to write MH then you can find the Malaysian Airlines daily flights. Command to check daily flight:

AN29OCTDACDOH/AQR

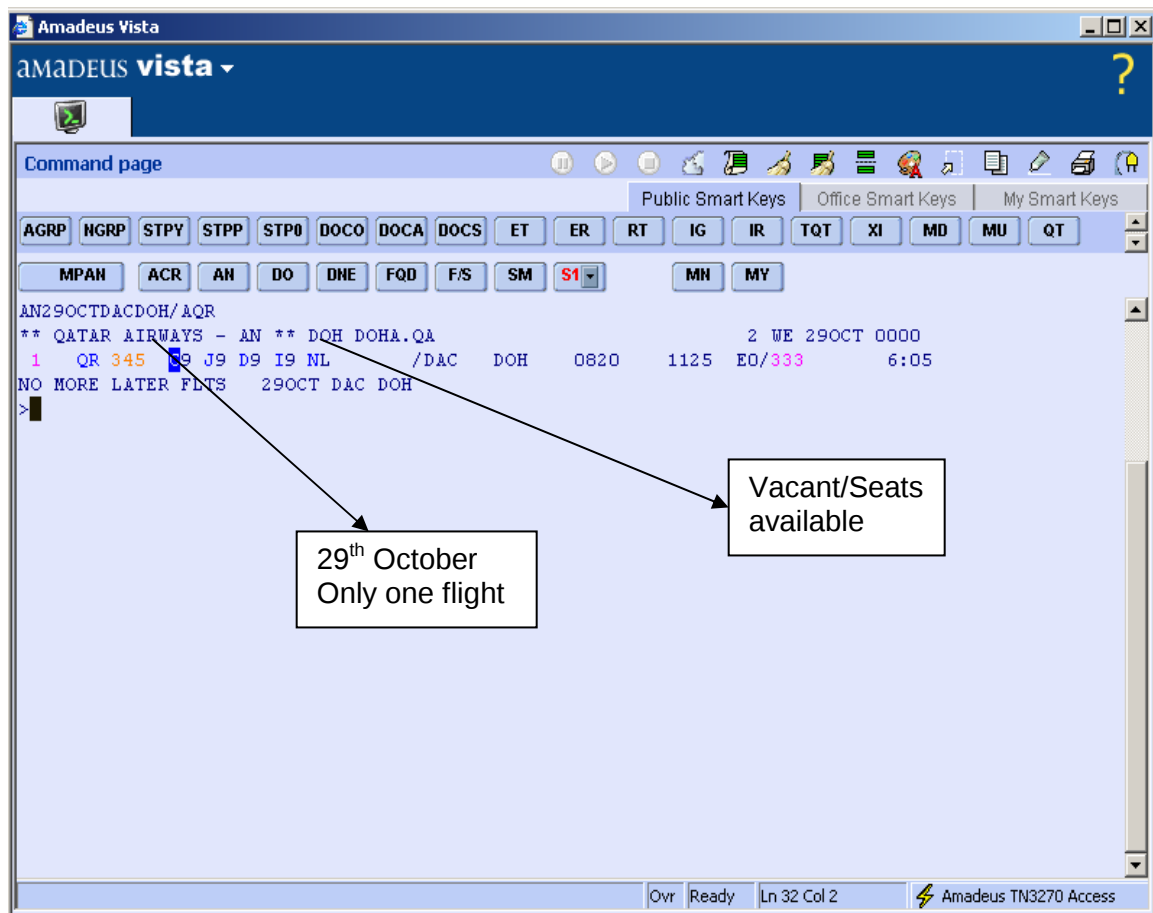


Figure 15: Daily flight check

In the above Figure QR 345 is the flight number. C9, J9, D9, I9 are vacant seats. Departure from Dhaka at 08:20am and arrival at Doha at 11:25am.

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Check weekly flight to Dhaka-Doha:

The formula written below shows the total weekly flights have in a week. The formula is-TN DACDOH/AQR

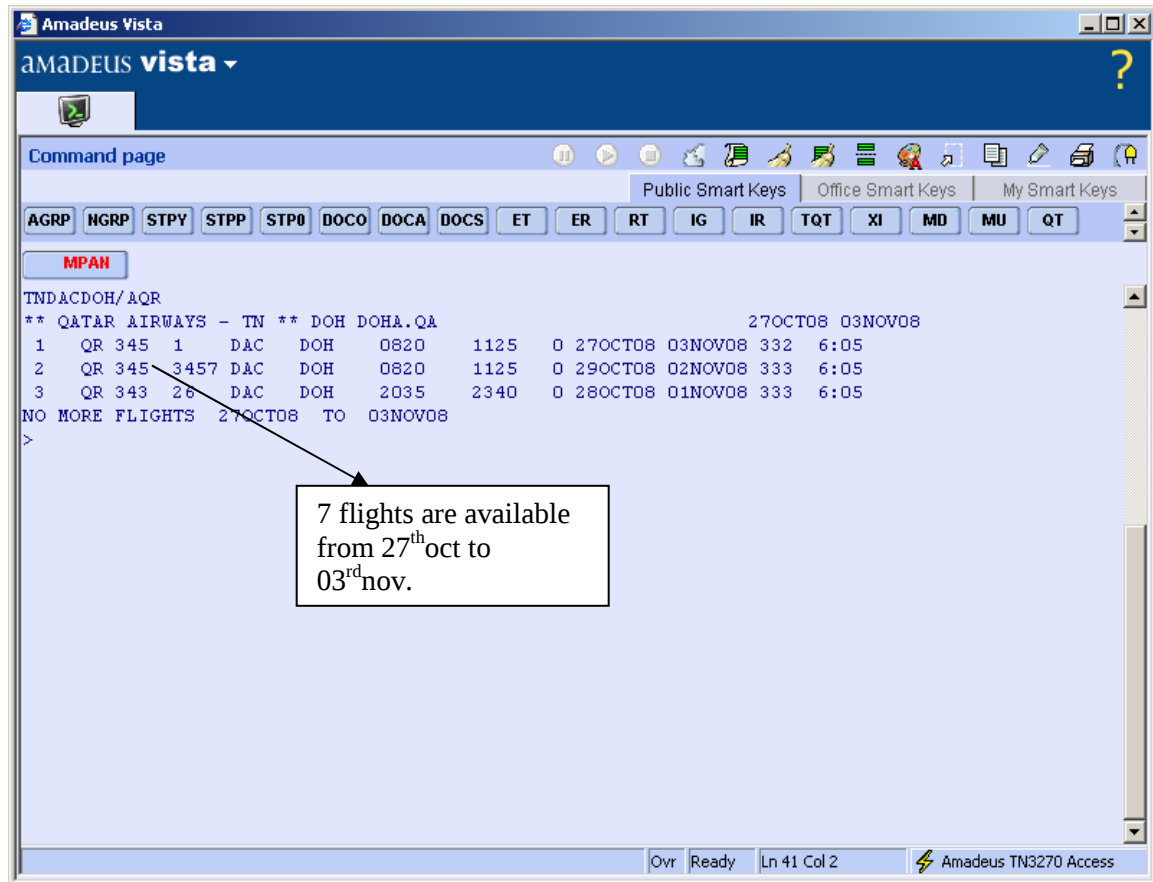


Figure 16: Weekly Flights Check

The above Figure shows out going weekly flights of QR. It shows it has three flights in that week. Airlines count week from Monday to Sunday. It is showing 7 flights are available from 27th October to 03rd November.

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Check fare for Dhaka-Doha:

Fare check is a very important thing because most of the passengers are price sensitive. Everyone wants to have a cheaper fare. Some are also service oriented. But most passengers want to have cheap fare with great service. As a five star Airline QR focus on five star services with a great price. Our focus customers are corporate. Formula to check fare is-FQDDACDOH/AQR

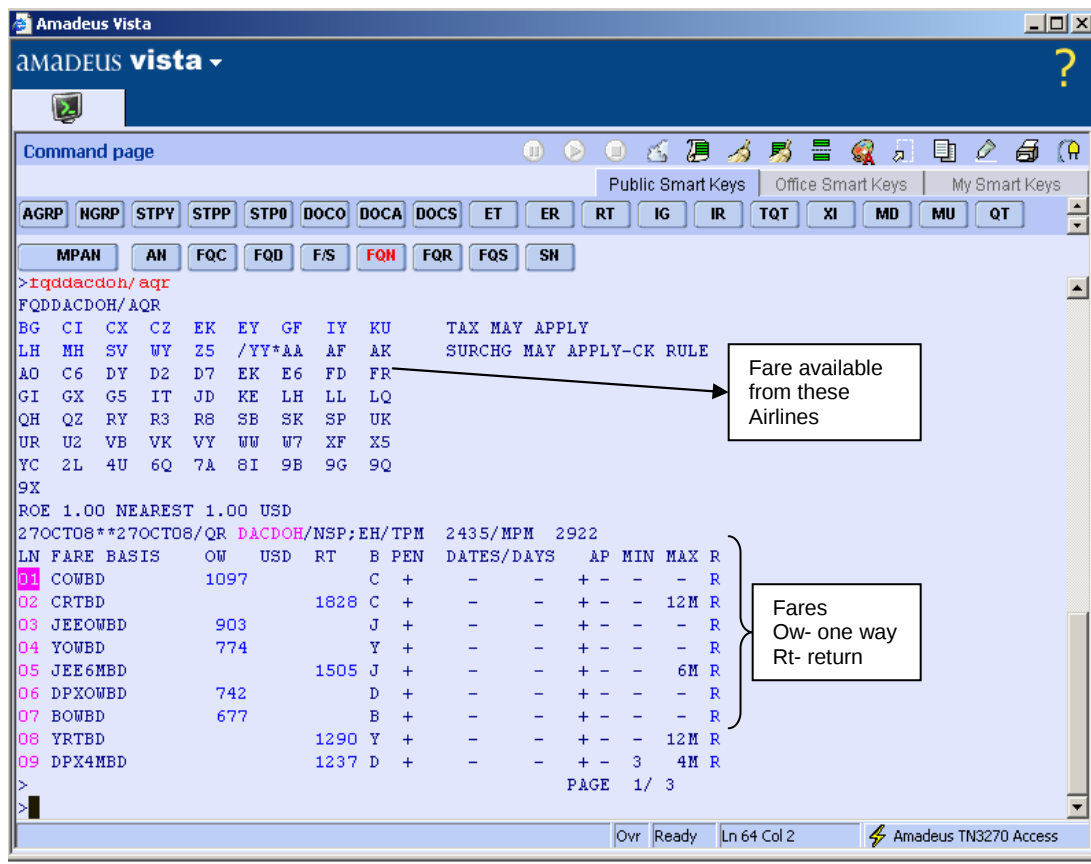


Figure 17: Fare Check

In above Figure shows a list of airlines whose fare is available. It shows one-way fare and returns both. Students and labors mostly ask for one-way ticket fare. Corporate, leisure and others category ask for round trip fare. It shows the all kind of fare for

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example- business class round trip fare, economy class one-way and round trip fare, chipset possible fare in economy class etc.

Check fare with Tax to Dhaka-New York:

Passenger wants to know to the total fare with tax and everything. The formula given below we can give passengers the lowest possible fare. The formula is- FQPDAC/AQRDOH/AQREWR/AQRDOH/AQRDAC- and to see the fare details FQQ9.

Amadeus Vista

amADEUS vista

Command page

Public Smart Keys Office Smart Keys My Smart Keys

AGRP NGRP STPY STPP STPB DOCO DOCA DOCS ET ER RT IG IR TQT XI MD MU QT

MUFQP FQN FQR FQS

FQQ9

HPX4MBD9 * * 1 * 111975 *RB *Y

LAST TKT DTE 28OCT08

AL	FLGT	BK	T	DATE	TIME	FARE	BASIS	NVB	NVA	BG
D/C										
XDOH	QR	H	H	28OCT		HPX4MBD9		28FEB	PC	
NYC	QR	H	H			HPX4MBD9		28FEB	PC	
XDOH	QR	H	H			HPX4MBD9		31OCT28FEB	PC	
D/C	QR	H	H			HPX4MBD9		31OCT28FEB	PC	

USD 1290.00 28OCT08DAC QR X/DOH QR NYC645.00QR X/DOH

BDT 89655 QR DAC645.00NUC1290.00END ROE1.000000

BDT 300BD XT BDT 15986YQ BDT 383YC BDT 1071US BDT

BDT 2500UT 1071US BDT 348XA BDT 487XY BDT 174AY

BDT 19520XT

BDT 111975

RATE USED 1USD=69.50000BDT

TICKET STOCK RESTRICTION

PAGE 2/ 3

Ovr Ready Ln 96 Col 2 Amadeus TN3270 Access

Fare details with tax

Figure 18: Fare with Tax

Everyone wants to know the ticket fare in Bangladeshi taka. By using the given formula we can able to find out the fare with tax in Bangladeshi taka. In the above Figure it shows that USD-1290= BDT 89,655 is the basic fare. Then add tax BDT 300, then BDT 2500, then 19,520 in total the fare is BDT 1, 11,975.

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My work diagram:

My work is such a work where no one can find a limitation. There is no limitation of my work. Every new thing I learn I have to implement it in my work. And I have learnt one thing that there is no limitation of learning. As a Secretary I look after every thing is coming inside the office and going out from the office. For example – letters, request, complain contracts, memos, phone calls etc. I have to write different type of letters depends on situation. And writing a business letter it is not that easy. I have to follow mild words, perfect format, decent and appropriate language. However, then any appointments, papers, bills, report etc what is incoming it has to be checked by me. After checking I forward it to the respective person to get it signed. Then again I collect it with the proper justification and finally show it to Area Manager. After his sign I forward it to the respective departments. Some times some documents are direct related to AM those things I directly show to AM for his recommendation or if it is related to other department then I handover the document to that department. My work actually moves like a circle. Most important thing is I have to keep record of everything and no chance of missing a single paper or any other documents.

It has shown on the chart that I do some direct work with AM. I do it after his directive to write a letter, request, working etc, then communicate with our head office Doha as well our regional office, check documents for him, assist him in his work, taking minutes of meeting, arranging meetings etc. After all the out put of the given works I deliver it to the respective department or again get back to AM for final approval if necessary and the very important work is done by me is checking things and proper filings of every documents.

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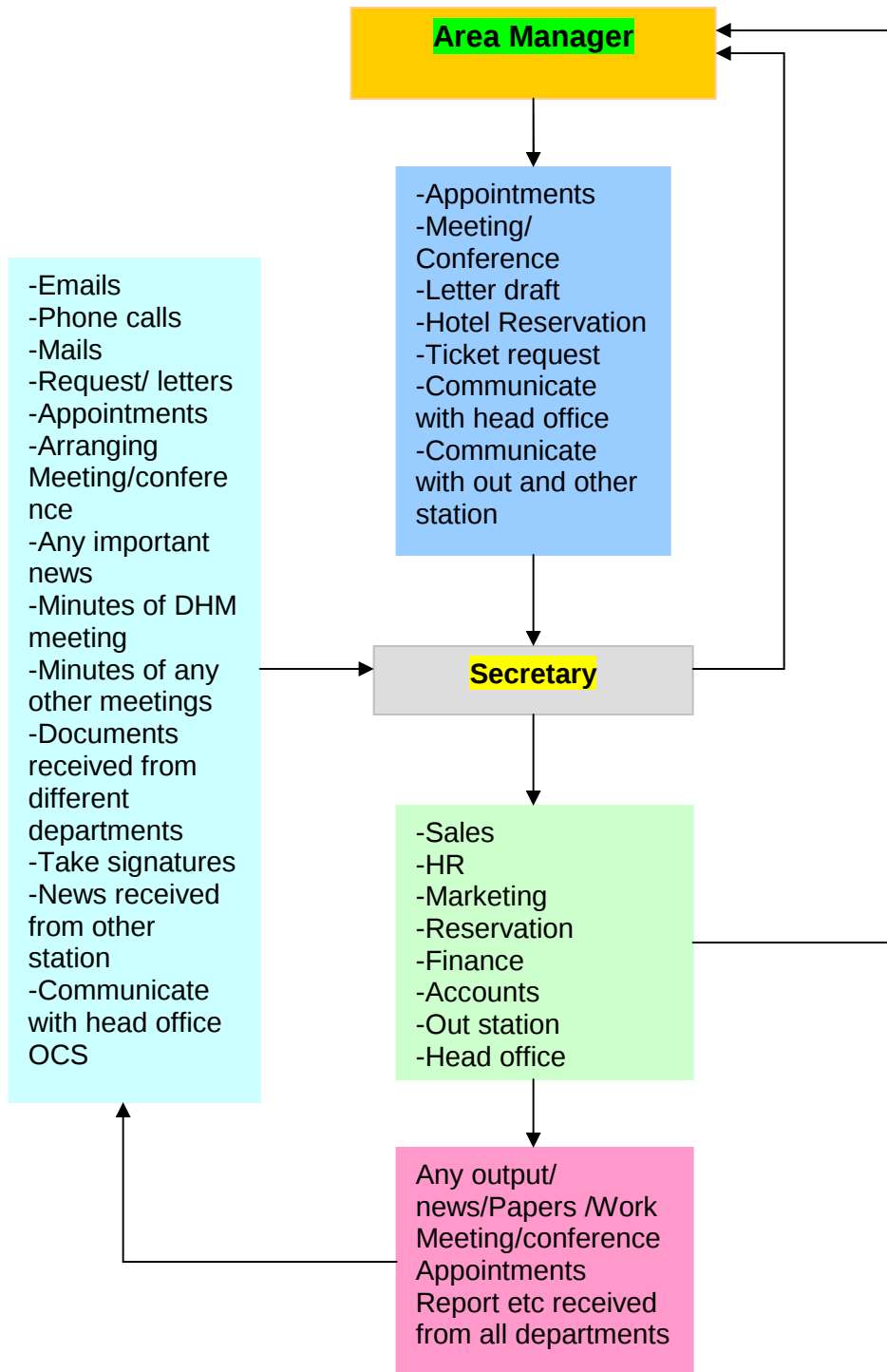


Figure 19: My Work

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Few Details of my work:

Rebated Ticket:

Rebated ticket means free of cost (FOC)/ discounted ticket. Every airlines issue this kind of ticket for other airlines or travel agent. When we receive such request my first job is to stamp it to date. For travel agent's related request I forward the letter to the respective sales executive because the travel agency belongs to that sales executive as an in-charge. After that he writes his comment regarding the agency performance. Based on the agency performance it depends whether it would get the approval for a FOC from AM or not. If it is rejected than I call the agency to inform them or if it is approved then I send the approved letter to our reservation to issue ticket. We file this FOC tickets properly for further reference and record.

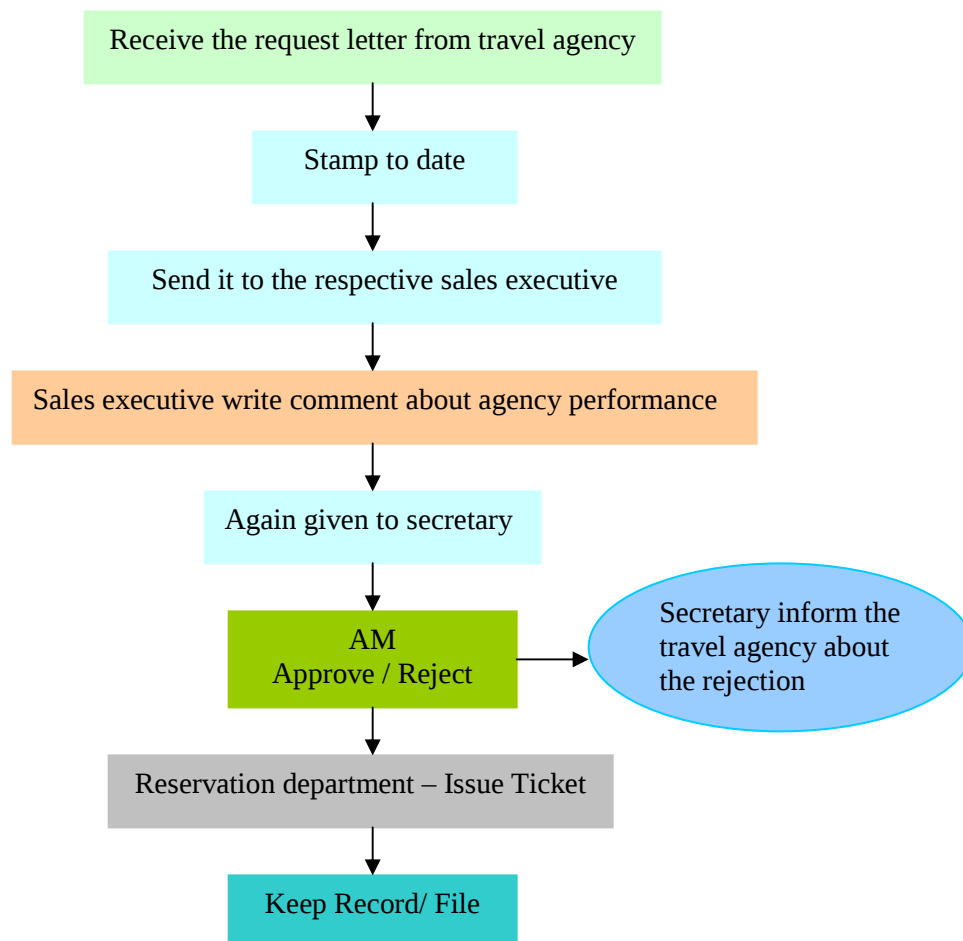


Figure 20: FOC Ticket Process

Challenges I faced at my work:

Working for an airline was always fascinating to me and working for a five star airlines like Qatar Airways is beyond my imagination. After my student life it is my first job and I was absolutely unaware of corporate culture and professionalism. It took some time to understand this new culture and environment, my work and responsibilities that I have given to perform.

The first challenge I faced is to cope up with the new industry. It is a completely new area for me and I had a hard time to gather knowledge about this industry. First of all airline industry is not similar to any industry. It is a service oriented industry and very complicated operation associated with its service. We have to move very quickly to perform a five star service.

The major challenge I faced in my work is meeting the deadlines. We work as a team and every member of this team work under tremendous pressure to avoid exceeding lead time. Finish a work before the dead line is very challenging to me. Sometimes I have to write 6-7 letters to different respective and I have mentioned earlier that writing a professional letter is not that easy. In the beginning it was very much hectic for me because I did not know how to write it professionally. Beside that checking email, answering phone calls, attending agent people made it even harder. Some times different types of work comes together like letter writing, sending FOC request , attend agent people, prepare duty travel expense report etc and at the same time I had to send DHM report to our Regional Manager, in those cases I had to stay long in the office just to finish my work.

As it is a Five Star Airlines I have to serve my self as a fine star member. It is the most challenging part of my work that every task done by me should do in a standard way and I have to maintain the quality also.

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Coordination between the departments was also very challenging. As a secretary I have to coordinate with different departments on behalf of Area Manager. For that I had to learn every department's work more or less. Otherwise I would not be possible to communicate with them for any query. Moreover when I receive any paper or letter or anything from anywhere first I had learned them as well so that I can brief Area Manager about the matter.

Finally I must say compliance of company rules and regulation was the most challenging part of my first working life. Because Qatar Airways is very strict in its rules and regulation and everybody must follow it. Punctuality, sincerity, dedication is must over here. In the very beginning I was quite tough for me to habituate with this new regulation but gradually I get used to with it.

Identified Problems and some proposed solution:

Bigger counter area in reservation

During the rush time it become quite difficult to arrange seats for the passengers because the counter area is not big enough. A bigger counter area can arrange sufficient seats for the passengers during the rush time and relief them from standing while taking tickets.

Electricity backup

Present generator can not support electricity more than two hours. We need more powerful generator during summer time.

Internet speed

Most of the work here is based on technology. We have to communicate through internet with head office and other station. As most of the communication based on internet, internet speed should increase. Right now the speed is okay but airline industry is very sensitive and it needs more efficiency and swiftness in work.

Own transportation for CGP and ZYL operation

As a five star airlines Qatar Airways should have its own transportation for carrying passenger from Chittagong and Sylhet. It will reduce passenger complaints against the transportation.

Conclusion and Recommendation:

Airline industry in Bangladesh is now becoming more competitive in comparison to other business like telecom and banks. As it is a service oriented industry, it has to be competitive to survive in this aggressive market. The impact of global excitement of the airline industry is clearly visible in Bangladesh as well. It has grown enviable from past few years.

Now-a-days airlines wanted to be different from another. Every airline has their own style to influence passengers by service, connectivity or aircraft etc. It has invented a new dimension of transportation and traveling. Travel by air is always been a luxurious thing to everyone, beside that it is a necessity to the business world. Right at the moment airlines also aware of this trend and they are segmenting their market in basis of majority and minority of this trend in market.

Regardless my days spent at Qatar Airways, I have gathered knowledge to building my career in future. Working in the commercial department of Qatar Airways has enhanced my knowledge about administration work and different policies to that are require for a secretarial work as well as about airline industry. I have also gathered knowledge about our different departments such as Cargo department, Reservation, Sales, Pricing, and Finance which has helped me to grown up in this industry

Running an airline profitably in today's fiercely competitive world requires concentrated focus and skills. All airline needs to confront the challenges for its own survival and the government should be there as the safety net only. Restructuring, if properly implemented, should keep the national flag carrier afloat in the highly competitive aviation industry.

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http://www.gva.ch/PortalData/1/Resources/fichiers/publications/publications_newsletter/action-newsletter_en.pdf

Qatar Airways: <http://www.qatarairways.com/global/en/homepage.html>

http://en.wikipedia.org/wiki/Qatar_Airways

Airline Industry: <http://en.wikipedia.org/wiki/Airline>

Appendix A

Glossary

1. **IATA** is International Air Transport Association. The main objective of the organization is to assist airline companies to achieve lawful competition and uniformity in prices
2. **Callsign** is also known as a **callsign**, **callname** or **call letters**, or abbreviated as a **call**, or otherwise known as a **handle**. International call signs are formal, semi-permanent, and issued by a nation's telecommunications agency.
3. **Skytrax** best known for their annual World Airline Awards and World Airport Awards. It is a United Kingdom-based consultancy, the public face of In-flight Research Services. It conducts research for commercial airlines. It carries out international-traveler surveys to find the best cabin staff, airport, airline, airline lounge, in-flight entertainment, on-board catering, and several other elements of air travel.
4. **GDP** is defined as the total market value of all final goods and services produced within the country in a given period of time (usually a calendar year).
5. GNP is Gross National Product.
6. **Inflation** is a rise in the general level of prices of goods and services in an economy over a period of time. The term "inflation" once referred to increases in the money supply (monetary inflation)
7. **PR** commonly stands for Public relations.
8. **Pax is passenger. Passenger is called pax in Airline industry.**
9. **DAC** is Dhaka.
10. **CGO** is Chittagong.
11. **ZYL** is Sylhet.
12. **CBM** is the metric system unit used to measure the volume dimension of a shipment.
13. **STPC** is a Stop over paid by carrier. STPC Airline pays for your accommodation at a stopover.

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14. **RUH** is IATA airport code of King Khaled Intl airport of Riyadh, Saudi Arabia.
15. **JED** Jeddah-King Abdulaziz International Airport, Saudi Arabia.
16. **DMM** King Fahd International Airport of Dammam, Saudi Arabia.
17. **KSA** is the short form of Kosrae airport, country Micronesia.
18. **AMM** Queen Alia Intl airport of Amman, country Jordan.
19. **TIP** city Tripoli, country Libya.
20. **KRT** city Khartoum, country Sudan.
21. **KWP** West Point, United States.
22. **ATH** Athens -- Hellinikon, Greece.
23. **Beirut**, Lebanon (BEY).
24. **Cape Town** International, South Africa (CPT)
25. **Munich** -- Franz Josef Strauss, Germany (MUC)
26. **Cairo** -- International, Egypt (CAI)
27. **Casablanca** -- Mohamed V, Morocco (CMN)
28. **Damascus** International, Syria (DAM)
29. **Frankfurt** International, Germany (FRA)
30. **London Heathrow**, England (LHR)
31. **Luxor, Egypt** (LXR)
32. **Lagos** -- Murtala Muhammed, Nigeria (LOS)
33. **London Gatwick**, England (LGW)
34. **Khartoum**, Sudan (KRT)
35. **Male** International, Maldives (MLE)
36. **Manchester** International, England (MAN)
37. **Tehran** -- Mehrabad, Iran (THR)
38. **Tunis** -- Carthage, Tunisia (TUN)
39. **Istanbul** -- Ataturk, Turkey (IST)
40. **Nairobi** -- Jomo Kenyatta International, Kenya (NBO)
41. **Dubai** International, United Arab Emirates (DXB)
42. **Doha**, Qatar (DOH)
43. **Moscow** Domodedovo, Russia (DME)
44. **Vienna** Schwechat, Austria (VIE)

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45. **Zurich** Kloten, Switzerland (ZRH)
46. **MCT** Muscat, Oman.
47. **CDG** Charles De Gaulle airport, Paris, France.
48. **JNB** Oliver Reginald Tambo International, Johannesburg, South Africa.
49. **MIL** Milan, Italy.
50. **SAH** El Rahaba Airport, Sanaa, Yemen.
51. **TXL** Berlin-tegel, Berlin, Germany.
52. **EWR** Newark Liberty International, Newark, United States.
53. **IAD** Washington Dulles International, Washington, United States.
54. **MHD** Mashad, Iran.
55. **SEZ** Seychelles International Airport, Mahe Island, Seychelles.
56. **MAD** Madrid, Spain.
57. **GF** Gulf Airways.
58. **EK** Emirates.
59. **BG** Bangladesh Biman.
60. **SV** Saudi Arabian Airlines
61. **AI** Air India
62. **Z5** GMG Airlines

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Duty Travel Authorization, Tickets and Exit Permit

1. Duty Travel Authorization

Name: ME. FAHIM HAQUE Staff No: 2033 Designation: SE

Department & Section: SALES

Nature of Journey : Duty Travel ☒ Training Course Country

Purpose of Journey : Q-SALES CONFERENCE

Duration of Journey : 10.08.08 Date of Commencement 12.08.08

If advance payment required Yes ☐ No ☒ Amount: Currency:

2. Ticket Request

From	To	Carrier	Class	Rebate	OW/RT	Flight No.	Travel Date
DAC	DOH	QR	C		OW	345	10.08.08
DOH	DAC	QR	C		OW	344	12.08.08

3. Exit Permit (Please attach your Passport copy)

Date of proposed departure : 10 / 08 / 08 Date of proposed return: 12 / 08 / 08

Reason of departure date differs from duty travel date:

Employee's signature and date:

4. Recommendation / Approval

Immediate Supervisor	Departmental Head	General Manager	Approved by Area Manager
Signature <u></u>	Signature <u></u>	Signature <u></u>	<u></u>
Date: / /	Date: / /	Date: / /	Date: / /

Distribution:

	Department	Action
1. White	: Expenditure	- for advance payment
2. Green	: Staff Travel	- for issuance of ticket
3. Pink	: Immigration	- for issuance of exit permit
4. Blue	: Personnel	- for staff file
5. Yellow	: Issuing Department	

Appendix A: Duty travel Authorization, Tickets and exit permit

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 QATAR AIRWAYS الخطوط الجوية القطرية	
NO.	
REQUEST FORM (1)	
TO : <u>IMMIGRATION SECTION</u>	ARRIVAL DATE : <u>12-Aug-2008</u>
FROM : <u>Marketing</u>	DEPARTURE DATE : <u>10-Aug-2008</u>
SUBJECT : BUSINESS ENTRY VISA	
NAME	FAHIM HAQUE
MARITAL STATUS [Married / Single]	MARRIED
SEX [Male / Female]	MALE
PRESENT NATIONALITY	BANGLADESHI
PREVIOUS NATIONALITY	BANGLADESHI
PASSPORT NO.	AF51403521
PLACE & DATE OF ISSUE	BANGLADESHI 14-Jul-05
EXPIRY DATE	13-Jul-2010
PLACE & DATE OF BIRTH	DHAKA 04/11/1962
RELIGION	ISLAM
OCCUPATION	SALES EXECUTIVE
COMING FROM	DHAKA, BANGLADESH
DATE OF LAST ENTRY TO QATAR	9-Oct-2007
PURPOSE OF ENTRY	ATTEND GLOBAL MARKETING & REV MGT CONFERENCE
Approved By	
Name :	STIVE SMITH
Designation :	Outstations Marketing Manager
Signature :	
Date :	

Appendix B: Visa Request Details & Process

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DUTY TRAVEL EXPENSES REPORT

VOUCHER NO.	
DATE	18.08.08

NAME MR. FAHIM HAQUE

STAFF NO. 2033 DATE: FROM 10.08.08 TO: 12.08.08

DEPARTMENT COMMERCIAL PLACE OF VISIT: DOHA

PURPOSE Q - SALES CONFERENCE

EXPENSE CODE : 65455 COST CENTRE : 499

DESCRIPTION	DATE	TIME	FOREIGN CURRENCY	EXCHANGE RATE	QATARI RIYALS
A. CALCULATION OF AWAY FROM BASE ALLOWANCE					
DEPARTURE - DAC	10.08.08	2255			
ARRIVAL - DAC	12.08.08	1745			
TIME AWAY FROM [DAC]	2.5 DAYS				
DA RATE - PER DAY	USD	70	175.00	1USD=3.65	638.75
ABA ALLOWANCE - DUE					
B. OTHER EXPENSES (Supporting documents to be attached)					
TICKET FARE			15.30	1USD=3.65	55.845
HOTEL					
MEALS					
GROUND TRANSPORTATION					
OFFICIAL TELEPHONE/FAXES					
OTHER EXPENSES - DUE					
TOTAL A + B			190.30		694.595
LESS: ADVANCE					694.595
BALANCE DUE TO EMPLOYEE					NIL
BALANCE DUE TO COMPANY					NIL
REMARKS					
FINANCE DEPT. REMARKS					

EMPLOYEE

DEPARTMENTAL HEAD

AREA MANAGER

FINANCE

CHECKED

APPROVED

Appendix C: Duty Travel Expense Report