

**University of Science & Technology**  
**Faculty of Business Administration**  
**MBA Programs**

**Marketing Aviation Services in Sudan**

A Thesis

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Marketing Specialization

By:

Hamza Ahmed Awad Gasim

Supervisor:

Prof. Hassan Abbas

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## Abstract

Aviation is one of the fastest growing industries in the world. It is occupying a significant place in the transport management of today's world. Both from passengers and goods operation, the air transportation services have been playing an incremental role.

The function of marketing and sales in the airline industry has changed and still continuing to change very rapidly. The shift away from operational oriented management toward a more market-driven approach is leading to the evaluation of increasingly sophisticated marketing practices. The trend is toward much more focus on customer service and an increasing application of what can be termed "MODERN MARKETING" involving computer technology and data-based approaches.

Not all airlines are implementing such changes. Not surprisingly, it is the more innovative airlines and those that are more aggressive in their marketing activities that are leading the way. Many carriers, particularly those from developing countries like Sudan are continuing to apply what we might simply describe as "TRADITIONAL" approach to the marketing and sales tasks. This means that the gap between these two types of airlines is widening considerably.

## INTRODUCTION

- 1.1.The Statements of the Problem.
- 1.2.Research Purposes and Objectives.
- 1.3.Research hypotheses
- 1.4.The Research Methodology
- 1.5.The organization of the study

### 1.1.THE STATEMENT OF THE PROBLEM

Aviation is one of the important industries in the world, it has an obvious affect in economic, social, and political sectors; aircrafts is transfer cargo and passengers and connect production area with consumption area.

The aviation services in Sudan is started in the mid of twenty century by the flag carrier Sudan airways and continue to provide main and support services besides other companies, but marketing of these services is not promoted to meet the international standards and aviation and safety requirements.

This research will investigate behind this problem to reach to root causes of marketing aviation services in Sudan compare to leader of aviation services provider and pursued about the following questions:

- What are the factors that affect the marketing of the aviation services?
- How can the civil aviation and Aviation companies affect upon national economic?
- What is the role of airlines and service providers in decline of aviation industry?
- And how can develop these services in future?

### 1.2.RESEARCH PURPOSES AND OBJECTIVES

The main objectives of this research are:

To evaluate and analysis of Marketing systems problems in Sudan Civil Aviation (SCAA), Airlines and Service providers and its effects on decline of Sudan aviation environment.

To write down some recommendations of how to improve Aviation services and environment in Sudan.

A reference in the aviation services and Marketing Systems in Sudan

### 1.3 RESEARSH HYPOTHESES

The main hypotheses in marketing aviation services will be considered are:

- a) There are traditional marketing systems applied in Aviation companies in Sudan.
- b) The Quality of services and proposal created (technical support, maintenance

services and transportation) in Aviation sector is very poor.

c) There is no systematic monitoring and controlling done by Sudan civil aviation (SCAA)

d) The after Sales services and Customer (marketing) support is limited.

#### 1.4 THE RESEARCH METHODOLOGY

The methodology will used to carry out this study involve an interview with some aviation company leaders and Sudan Civil Aviation Authority and questionnaire technique.

The research will take four local airlines as research sample and one maintenance organization as a services provider in addition to Sudan civil aviation Authority (SCAA) information and data as reference.

#### 1.5. THE ORGANIZATIONS OF THE STUDY

This research analysis four local airlines and Safat Aviation Complex for maintenance base as a case study:

- 1- Alfa Airlines SD.
- 2- Dove Air services.
- 3- Tarco Air.
- 4- Elmagal Aviation Services.

