

BUSINESS OPTIMISATION STRATEGY FOR AIRCRAFT MAINTENANCE REPAIR ORGANIZATION AFFECTED BY COVID-19 PANDEMIC

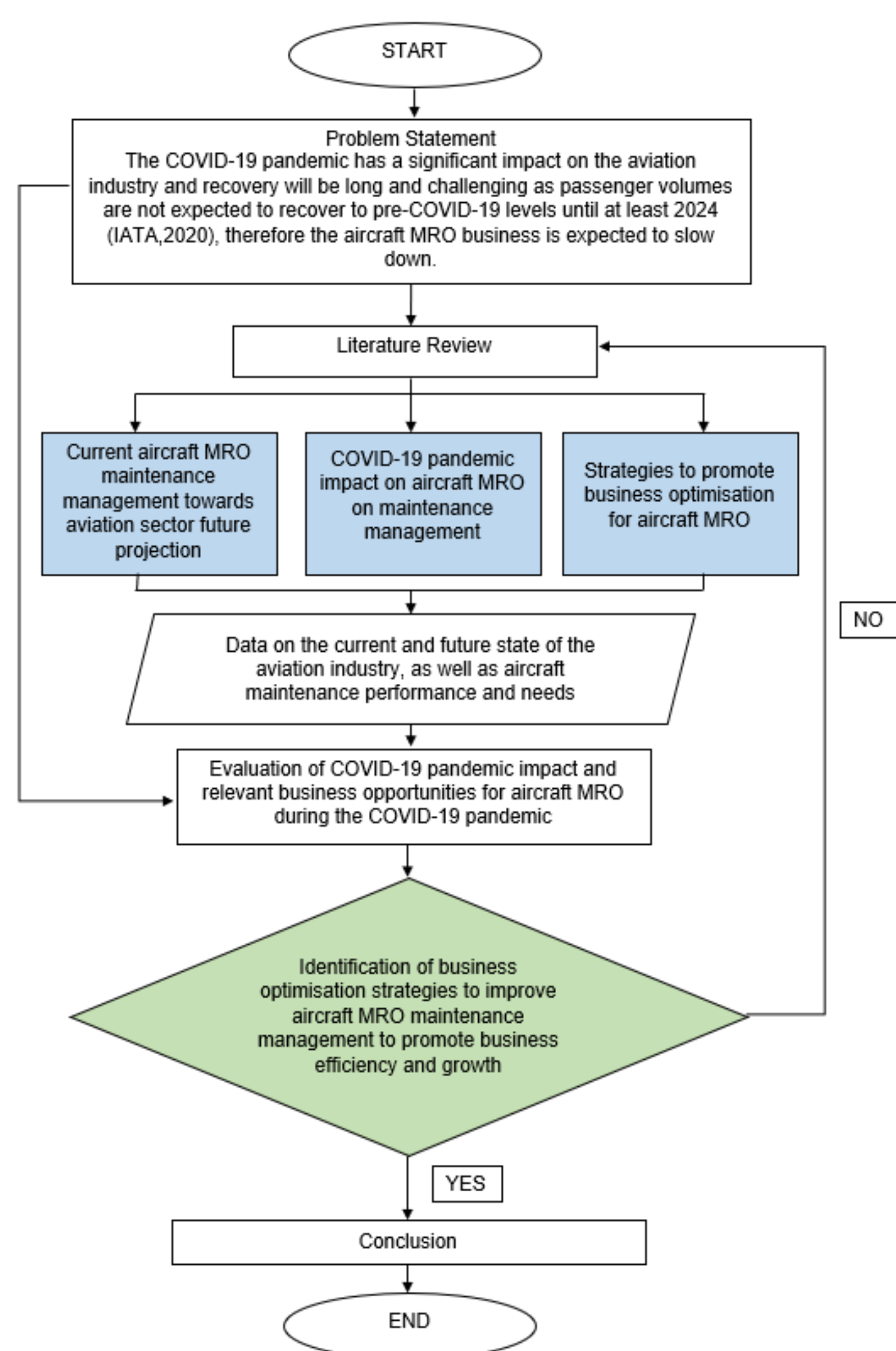
01 BACKGROUND / PROBLEM STATEMENT



The industry is now **without a clear future following the outbreak of Covid-19** (Afiq Aziz, 2020), since the COVID-19 pandemic affected aircraft maintenance businesses and the industry survival remains unclear

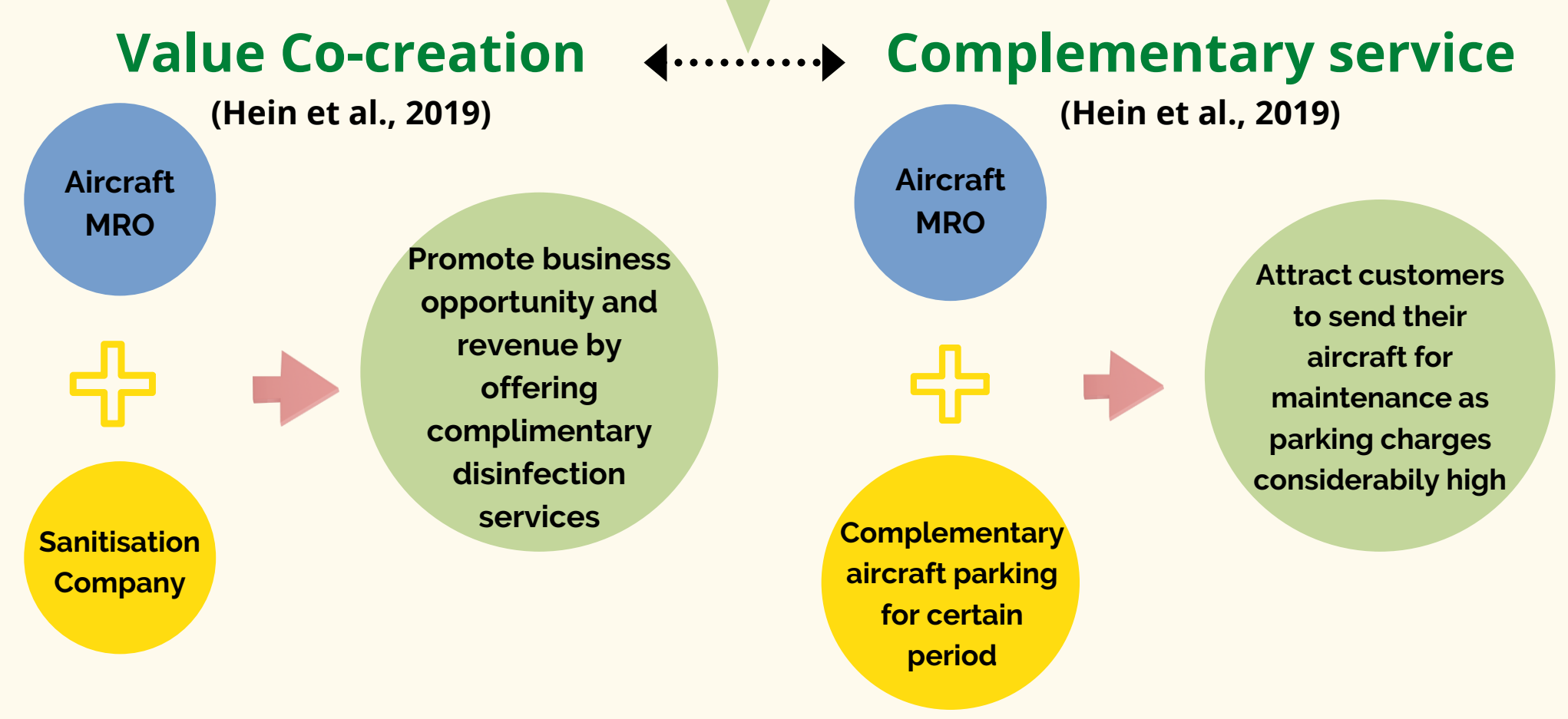
Aircraft maintenance business negatively affected as result of aircraft grounded due to COVID-19 (SATAIR, 2021)

02 METHODOLOGY

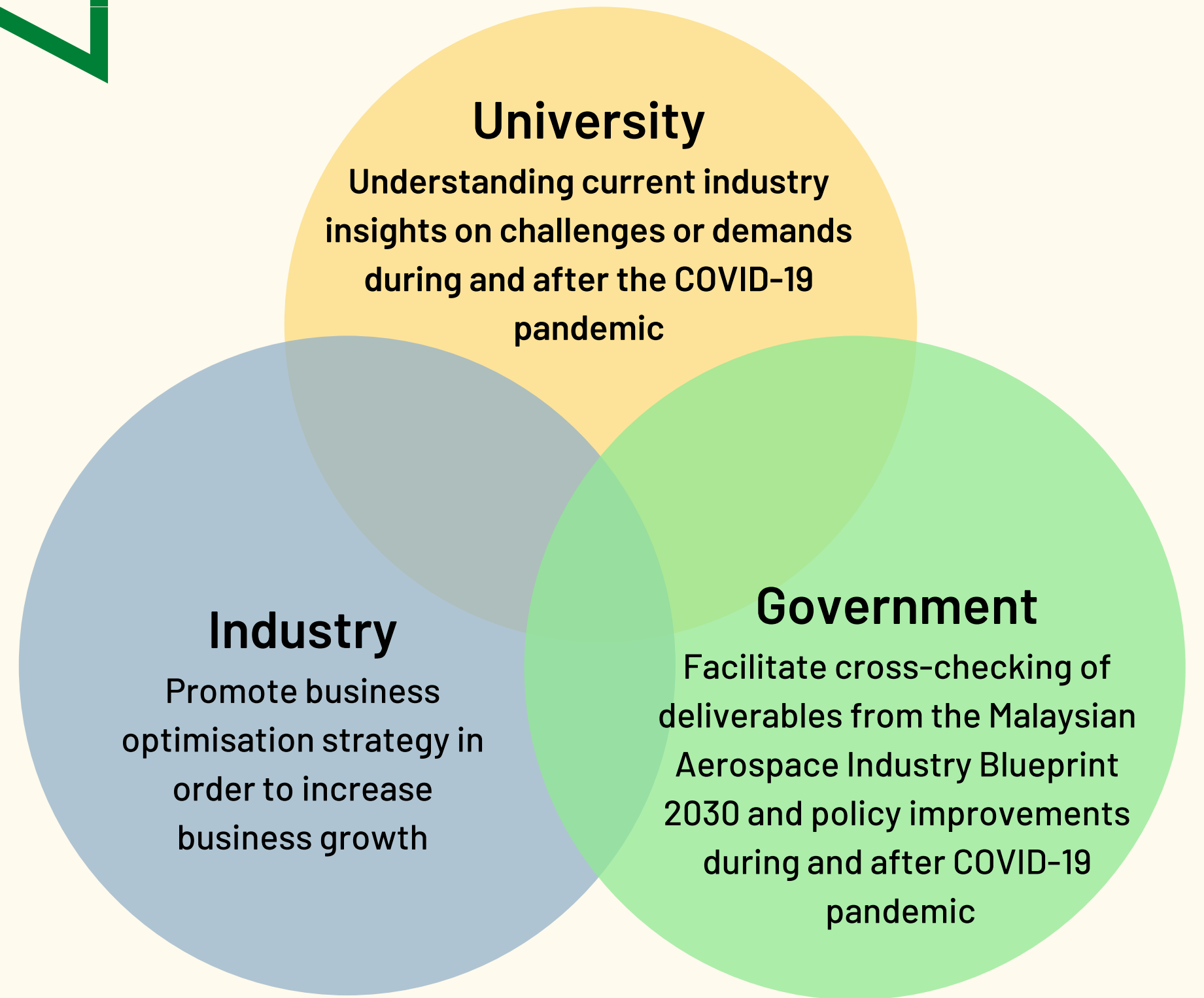


03 FINDINGS

Business Optimisation Strategies for Malaysian aircraft MRO businesses



04 SIGNIFICANCE OF PROJECT



Triple Helix interaction in Aircraft MRO Business

05 CONCLUSION

The effective application of accurate business optimisation strategies can further promote sustainable economic growth, full and productive employment in line with Sustainable Development Goal number 8 and enhance Malaysia aircraft MRO business growth in line with Malaysia Aerospace Blueprint 2030 aspirations.



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