

Research proposal:

As a group we have decided to research British Airways the group will gather research from different types of sources such as the internet and magazines etc. The group want to research British Aireays as they are the UKs namesake airline, the group are going to look at their recruitment strategy and the qualifications that are needed be a part of British Airways.

The group think that British Airways is a good company to research because of their history, especially their modern failings and the recent plans of investment to try and improve the British airline who were one of the biggest airlines until the emergence of Virgin and low cost airlines such as Ryanair and Easyjet.

The group will use the Internet and books to help us with the research on British Airways. We will look at articles about British Airways and find as much information as possible to help us with the research.

The group will also conduct research individually by using both primary and secondary research to help us with the research on British Airways. The primary research will be done by emailing or maybe even phoning British Airways and ask them about what qualifications you need to work in British Airways. For the secondary research the group will look at websites such as The BBC news, official Brishish Airways website and any documentaries based on British Airways as well as looking at other research methods to help the group with finding the types of information that we need to do the task.

The group believes that British Airways is an interesting company to do the research because they are part of the British heritage and a highly recognised company not only in the United Kingdom but also internationally.

The group may also do research about what it takes to be a part of the British Airways team such as what type of personality traits and characteristics employers look for. On top of this the group will look at if there's safety restrictions for specific people and the hiring process for a certain job at British Airways.

The group will also look at other training aspects such as first aid as first aid is a requirement for most travel and tourism companies. The group could possibly look at the type of image British Airways has on their staff and the standards that has been set for the employees. This could include how they are trained for customer service or the way they have to dress and look to the public eye.

The group will look at the qualifications needed to work for British Airways and primary and secondary research needed to help us find the research proposal when the group do the research for our group project.

Also the group will also look at the different roles of working for British Airways and what benefits the company have and what its like working for British Airways.

The group will also look at how the staff cope with issues and customer complaints that they have and how they resolve them and so on.