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## MALAYSIA AIRLINES BERHAD SWOT & PESTLE ANALYSIS

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**Company Name :** Malaysia Airlines Berhad

**Company Sector :** Aviation

**Operating Geography :** Malaysia, Asia, Global

**About the Company :**

Malaysia Airlines Berhad (MAB) is a flag carrier airline based in Sepang, Malaysia. The company flew its first commercial flight in 1947 and was initially known as Malayan Airways Limited. It is the part of Malaysia Aviation Group, serving over 50 destinations across different nations in the world and operating approximately 300 flights per day. MAB joined one world in 2013, and after joining it the company began to offer the best connectivity with world-class journeys to over 1000 destinations across 150 countries and access to approximately 650 airport lounges globally. Apart from operating from its home base, Kuala Lumpur International Airport, the company operates in Europe, the Middle East, Australasia, North and South Asia, and Southeast Asia. As of early 2021, the MAB has around 12,000 employees in 53 cities. In 2021, the company was awarded with COVID-19 7-Star Rating by [airlineratings.com](https://www.airlineratings.com) 2020. On August 2021, the airline announced that it has been appointed by the National Sports Council (NSC) as its Official Airline Partner for the Tokyo 2020 Paralympic Games.

Malaysia Airlines Berhad's unique selling proposition or USP lies in being one of the leading airlines in Malaysia serving global destinations. Malaysia Airlines Berhad's vision is to become, "An Airline of Excellence."

**Revenue :**

RM 1.8 billion – FY ending 31st December 2020

RM 5.2 billion – FY ending 31st December 2019

## SWOT Analysis :

The SWOT Analysis for Malaysia Airlines Berhad is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1.Established player in Asian region catering to large number of destinations</li> <li>2.Strong partnerships with other airlines, groups and companies</li> <li>3.Strong focus on improving customer experience through consumer-centric offerings</li> <li>4.Strong developments in technology and digital transformation through partnerships</li> <li>5.Successful and strong restructuring activity by Malaysian Airlines</li> </ol>	<ol style="list-style-type: none"> <li>1.Malaysian Airlines was subject to litigation due to missing airplane with passengers resulting in loss of brand and consumer confidence</li> <li>2.The airline is in heavy debt, losses and faces threat of bankruptcy</li> <li>3.The airline faces issue of poor management</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1.Improve and expand the Journify App</li> <li>2.Promote and expand medical tourism within airline</li> <li>3.Expand destination offerings and increase destinations across the globe</li> <li>4.Willingness-to-Pay forecasting for revenue optimization</li> </ol>	<ol style="list-style-type: none"> <li>1.Stiff competition from LCCs and other players especially in the Asia region</li> <li>2.Travel restrictions imposed by countries due to pandemic affected operations</li> <li>3.Malaysian Airlines experienced a data security breach via a third-party IT service provider</li> <li>4.Malaysian air passenger traffic to contract in 2021</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for Malaysia Airlines Berhad is given below:

Political	Economical
1.Malaysian Airlines was subject to litigation due to missing passengers 2.Shooting down of MH17 in Ukraine created political turmoil	1.Increase in jet fuel prices decreases profits for airlines 2.Adverse impacts of COVID-19 on aviation industry
Social	Technological
1.Travelers confidence in air travel is increasing slowly 2.Negative perception of airlines with history of security and technical issues	1.Use of data and predictive analytics, AI to boost revenue in airline industry 2.Development of space-based flight tracking technology and WTP forecasting technology
Legal	Environmental
1.Malaysia Competition Commission regulates market-sharing prohibitions 2.Consumer data protection is crucial for airlines and regulated by government guidelines	1.Airlines are reducing their carbon emissions in response to climate change risks 2.Airlines are recycling cabin waste in an effort to become environment-friendly

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