

---

# S&P TEST

SWOT & PESTLE.com

---

## MALAYSIA AIRLINES BERHAD SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email [support@swotandpestle.com](mailto:support@swotandpestle.com).

**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](http://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
<ul 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> </ul>	<ul 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> </ul>
Opportunities	Threats
<ul 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> </ul>	<ul 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> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Malaysia Airlines Berhad is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.Malaysian Airlines was subject to litigation due to missing passengers</li> <li>2.Shooting down of MH17 in Ukraine created political turmoil</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1.Increase in jet fuel prices decreases profits for airlines</li> <li>2.Adverse impacts of COVID-19 on aviation industry</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1.Travelers confidence in air travel is increasing slowly</li> <li>2.Negative perception of airlines with history of security and technical issues</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.Use of data and predictive analytics, AI to boost revenue in airline industry</li> <li>2.Development of space-based flight tracking technology and WTP forecasting technology</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.Malaysia Competition Commission regulates market-sharing prohibitions</li> <li>2.Consumer data protection is crucial for airlines and regulated by government guidelines</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.Airlines are reducing their carbon emissions in response to climate change risks</li> <li>2.Airlines are recycling cabin waste in an effort to become environment-friendly</li> </ol>

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **Malaysia Airlines Berhad** SWOT & PESTLE Analysis is a paid report at **14.53 U.S.D.**



\* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



# S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

# Copyright Notice

The information provided in the SWOT and PESTLE research reports on [www.swotandpestle.com](http://www.swotandpestle.com) are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:  
[support@swotandpestle.com](mailto:support@swotandpestle.com)