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AIR NEW ZEALAND SWOT & PESTLE ANALYSIS

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Company Name : Air New Zealand

Company Sector : Aviation

Operating Geography : New Zealand, Global

About the Company :

Air New Zealand Limited is an airline company ferrying passengers and transporting cargo to, from and within New Zealand. The company is headquartered at Auckland, New Zealand. New Zealand's flag bearer airline ferried approximately 17 million passengers annually with about 3400 flights weekly before the pandemic. It operates across 20 regions in New Zealand, 32 international destinations from 20 countries located near and around the Pacific Rim. The company was founded in 1940 as Tasman Empire Airways Limited (TEAL). In 1965 its ownership was transferred to the New Zealand Government and was renamed as Air New Zealand. It was later merged with New Zealand National Airways Corporation (NAC) which allowed the company's network to expand to newer regions like Australasia, Asia etc. Air New Zealand as of today has several revenue-sharing airline alliances. These aid its partnership across important international destinations like United States, Singapore, Hong Kong and China, making it simpler for its clients to travel globally. The company's operational fleet includes Boeing 777-300ER, Boeing 777-200ER, Boeing 787-9 Dreamliner, Airbus A320-200, Airbus A320neo, ATR 72-500/72-600 and a Bombardier Q300. In order to ensure consumer satisfaction, the company has a loyalty programme known as Airpoints. As of 2023, the airline employed around 8.86K people.

The company's Unique Selling Proposition or its USP is its commitment to make traveling easy. Air New Zealand's main purpose is to 'Enrich our country by connecting New Zealanders to each other and New Zealand to the world'. To serve this purpose the company has a wide range of destinations serviced both domestically and internationally.

Revenue :

\$2,734 million – FY ended June 30th, 2022 (y-o-y growth of 8.6%)

\$2,517 million - FY ended June 30th, 2021

SWOT Analysis :

The SWOT Analysis for Air New Zealand is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.The largest, oldest and flag carrier of New Zealand 2.Cargo performance continuing to grow and exceeding estimates 3.High customer satisfaction and brand value 4.Good long term financials ratings (Baa2) and has one of the highest dividends returns in industry 	<ul style="list-style-type: none"> 1.Loss of more than NZ \$450 million in 2020 due to Covid 19 pandemic 2.Majority of Air New Zealand employees are part of Trade union "E Tu"
Opportunities	Threats
<ul style="list-style-type: none"> 1.Airline industry projected to grow at CAGR of over 7.6% from 2021-2026 2.Opportunity to expand in cargo transportation 	<ul style="list-style-type: none"> 1.High speed railways development threat to domestic aviation 2.Terrorism ever present threat in airline industry 3.Worsening global geopolitical condition 4.Carbon taxation to counter aviation pollution will adversely impact industry. 5.Rise in cyber security threats

PESTLE Analysis :

The PESTLE Analysis for Air New Zealand is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Geopolitical tensions and relations effects the airline industry 2. Increase in visa free travel agreements between countries 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Unpredictable oil prices effect the airline industry 2. Rise of multinational corporations, global supply chain and globalisation to boost airline industry
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Preference of railways over airline in short and medium distances. 2. Urbanisation and increasing middle class to bring in new airline customers 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Hyperloop and high-speed rail to transform transportation industry. 2. Increase in worlds oil reserve due to new oil exploration technologies 3. Airline safety has improved over the years
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Numerous regulations to be followed as directed by New Zealand's civil aviation authority and International Civil Aviation Organization 2. New aviation pollution regulation 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Aviation industry cause significant noise pollution. 2. Aviation pollution one of the fastest growing source of greenhouse gas.

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