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## ASIANA AIRLINES INC. SWOT & PESTLE ANALYSIS

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**Company Name :** Asiana Airlines Inc.

**Company Sector :** Airlines

**Operating Geography :** South Korea, Asia, Global

**About the Company :** Asiana Airlines Inc. is an airline company ferrying passengers and cargo worldwide. It is headquartered at Seoul in South Korea. The company was found in 1988 by the Kumho Asiana Group. Asiana operates throughout Asia, Europe, North America, and Oceania. As of December 2020, the company has a network of 7 routes spanning over 7 cities domestically and a total of 26 routes spanning over 26 cities from 15 countries. For its cargo purposes the company has a network of 26 routes spread across 27 cities in 12 countries. Asiana Airlines operates through four segments namely – the Air Transportation, Information and Communication, Air Transportation Support Service and Other. Air Transportation deals with transportation services for passenger and cargo, on-board services likes sales of food and beverages etc. Information and Communication deals with IT services, system's technical infrastructure etc. Air Transportation Support Service deals with cargo handling. The Other segment of Asiana, deals with and operates resort condos, golf courses etc. The company has a fleet of 85 aircrafts. The company had around 9,900 employees as of early 2021. As of December 2020, Asiana accounted for 17.1% of South Korea's domestic aviation market, 16.8% of South Korea's international aviation market and 25.4% of South Korea's international cargo market.

Asiana Airlines Unique Selling Proposition or USP lies in its commitment to provide its customers stellar service ensuring their safety and satisfaction. The company provides customers' seamless international services through its Star Alliance membership which makes transfers quick and convenient. Loyalty programmes like Asiana Club rewards its customers for choosing their various services.

**Revenue :**

KRW 3,895 billion- FY ending 31st December 2020 (y-o-y growth -43.44%)

KRW 6,886 billion- FY ending 31st December 2019

## SWOT Analysis :

The SWOT Analysis for Asiana Airlines Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Premium international network as a part of Star Alliance</li> <li>2.Consistently high market share in Korea</li> <li>3.Strong horizontal and vertical integration of businesses</li> </ul>	<ul style="list-style-type: none"> <li>1.One of the highest debt-ridden company in South Korea</li> <li>2.Former group chief's arrest over allegedly unfair interaffiliate deals denting airlines reputation</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Expand cargo operations as core business to diversify risks</li> <li>2.Synergy through merger with Korean Air</li> <li>3.Develop in-house maintenance capabilities for cost control</li> <li>4.Government bailout can help the airline to survive during crisis</li> </ul>	<ul style="list-style-type: none"> <li>1.Difficult to raise finance due to poor image among investors</li> <li>2.Tough competition from low-cost carriers</li> <li>3.Forecast of continued low demand for air travel</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Asiana Airlines Inc. is given below:

Political	Economical
1.RCEP deal to increase trade for Korea, increasing cargo operations	1.Poor demand conditions may lead to failure of airlines 2.High fluctuations in global oil prices affect cost of operations
Social	Technological
1.Curiosity of diverse cultures in the world promote air travel 2.Job market of aviation sector considered highly unstable	1.Blockchain technology to improve consolidation with stakeholders 2.Machine learning algorithms and AI for dynamic booking management
Legal	Environmental
1.Antitrust regulations affect consolidation of failing airlines	1.Air travel has high potent climate impact through emission

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