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AIR LEASE CORPORATION SWOT & PESTLE ANALYSIS

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Company Name : Air Lease Corporation

Company Sector : Aviation, Aircraft Leasing

Operating Geography : United States, North America, Global

About the Company :

Headquartered in Los Angeles, California, United States, Air Lease Corporation is an American supreme aircraft leasing company, which is mainly engaged in purchasing commercial aircrafts and leasing them to its valued airline customers worldwide. The company is headed by Steven F. Udvar-Házy and was founded in 2010. New commercial aircrafts are purchased by the company through direct orders from Boeing, Airbus, Embraer and ATR, after which it leases them to its airline customers worldwide through specialized aircraft leasing and financing. At the end of 2017, Air Lease announced that it owns 244 Airbus, Embraer, Boeing, and ATR aircraft, which are leased by it around 91 airlines across 55 countries throughout major geographical regions in the world. The company also provides airlines with net operating leases, which require the lessee to pay for taxes, maintenance, insurance and all other aircraft operating expenses during the term of the lease. Air Lease Corporation announced the delivery of one new Airbus A350-900 aircraft, in June 2021, which features the Rolls-Royce Trent XWB engines, to World2Fly (Spain) on a long-term lease. Ukraine-Russia war has caused major business and financial losses to Air Lease in 2022.

Air Lease Corporation's Unique Selling Proposition or USP lies in being a leading aircraft leasing company which leases its aircrafts in every significant geographical region in the world. Air Lease Corporation works with airlines worldwide in order to modernize and grow their fleets, it consults with OEMs as they aim for developing the next generation of fuel-efficient aircraft.

Revenue :

US\$ 2.08 billion – FY ending 31st December 2021 (y-o-y growth 3.4%)

US\$ 2.01 billion – FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Air Lease Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Cost-effective aircraft acquisition strategy improving financials 2. \$50 billion+ aircraft leasing platform 3. Youngest aircraft portfolio attracting customers wary of fuel costs 4. Global presence with wide customer base 5. Effectively managing customer risks 	<ul style="list-style-type: none"> 1. High indebtedness limiting flexibility in planning 2. Major write-off due to jets stuck in Russia during Ukraine war
Opportunities	Threats
<ul style="list-style-type: none"> 1. Growing middle class in emerging economies to boost demand 2. High growth in e-commerce giving alternate opportunities to airlines 3. Reduced cost of air travel attractive for all airline consumers 4. High scope of growth in emerging economies 	<ul style="list-style-type: none"> 1. Cyclical variations in airline industry increasing backlogs 2. Longer time for airline recovery impacting rental payments 3. Delivery delays by manufacturers impacting growth and earnings 4. Volatility in aircraft values and lease rates increasing uncertainty

PESTLE Analysis :

The PESTLE Analysis for Air Lease Corporation is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Tariffs imposed by US and EU on new aircraft imports increasing uncertainty 2. US-China trade war could impact business in China 3. Ukraine-Russia war leading to major losses 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Aircraft oversupply in the industry decreasing value and lease rates of aircraft 2. Fluctuations in fuel prices eventually impacting aircraft lessors
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Decline in air travel impacting airlines and related businesses 2. Consumer spending habits shifting towards prioritizing experiences 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Changes in widebody aircraft technology due to pandemic 2. New technologies delivering higher speed and quality in aircraft maintenance
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Data privacy laws constantly getting updated 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Pollution related laws impacting the airline industry 2. ESG and sustainability reporting important for various stakeholders

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