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CEBU PACIFIC AIR INC. SWOT & PESTLE ANALYSIS

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Company Name : Cebu Pacific Air Inc.

Company Sector : Aviation

Operating Geography : Philippines, Asia, Global

About the Company :

Cebu Pacific Air Inc. is a Philippine low-cost carrier with headquarters at Terminal 2 at Mactan-Cebu International Airport in Lapu-Lapu City, Metro Cebu, Philippines. It is the oldest low-cost airline in Asia. It provides regular flights to both domestic and foreign locations. Its principal hubs are Cebu and Manila, with emphasis on cities in Cagayan de Oro, Clark, Davao, Kaligo, Iloilo, and Zamboanga. The airline was founded in August 1988, and it began flying in March 1996. JG Summit Holdings subsequently purchased Cebu Air, Inc. Both scheduled air travel and cargo services are offered. The fleet of the company consists of the Airbus A320CEO, A330CEO, A320Neo, ATR 72-600, ATR Freighter, and ATR 72-500. Through its partners, Cebu Pacific offers tours, hotel reservations, cruises, and car rental services. Additionally, the business offers services for managing sporting goods, hiring cars, and trip insurance. In addition to places in the US and the Middle East, Cebu Pacific also flies to several additional cities in the Asia-Pacific region. In June 2022, Cebu Pacific Air carried out the world premiere of Phoenix Adarna, the newest IP for Tencent Games' PlayerUnknown's Battlegrounds (PUBG) MOBILE. The airport and in-flight experiences, which featured Adarna-themed costumes, quiz contests, and the distribution of gifts, made the flight the first of its kind in Southeast Asian aviation history.

The unique selling proposition of Cebu Pacific Air is that it is the top airline in the Philippines, with service to over 60 domestic and foreign locations in 14 nations, including Australia, China, Japan, Singapore, and the United Arab Emirates. The mission statement of the company reads, "It's time everyone flies." Cebu Pacific brings people together through safe, affordable, reliable, and fun-filled air travel. We are committed to innovation and excellence in everything we do. We are an employer of choice providing opportunities for professional and personal growth".

Revenue :

? 15,741 million - FY ending 31st December 2021 (y-o-y growth -30%)

? 22,618 million - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Cebu Pacific Air Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.It is Philippine's largest air carrier 2.Strong and extensive domestic network 3.Extensive and convenient digital products and services 4.Fuel-efficient and sustainable fleet 5.Strong long-term liquidity on the back of strong fundraising in 2021 	<ul style="list-style-type: none"> 1.Limited international network of flights and destinations 2.Increased loss despite an exponential increase in passenger operations in 2022 3.Reduced workforce with more than 40% reduction in employees
Opportunities	Threats
<ul style="list-style-type: none"> 1.High growth rate for air cargo market 2.Aviation industry showing signs of recovery 	<ul style="list-style-type: none"> 1.Higher global fuel price could lead to higher costs and lower margins 2.Philippine Peso is projected to depreciate even further

PESTLE Analysis :

The PESTLE Analysis for Cebu Pacific Air Inc. is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Government has lifted covid restrictions in Manila, the capital city, and all over the country 2. The sanctions against Russia have pushed up the inflation rate in Philippines 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Inflation in 2022 has already surpassed the upper end of Philippines' Central Bank's, target band 2. Philippine's GDP is performing well post Covid 3. Labour market is stable and improving 4. Economic recovery post-covid is going to be turbulent and uneven
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Reduction in disposable income of people resulting in less air travel 2. Increased apprehension to fly post Covid-19 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Contact less travel has been on the rise due to pandemic
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Philippine government legislation allowing full foreign ownership of airlines 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. International aviation industry has failed to meet 49 out of 50 climate targets 2. Optimization of Fleet, Footprint and Fuel for decarbonization

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