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LUFTHANSA SWOT & PESTLE ANALYSIS

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Company Name : Lufthansa

Company Sector : Aviation

Operating Geography : Europe, Germany, Global

About the Company : Lufthansa (Deutsche Lufthansa AG) is world's leading aviation group comprising of hub airlines, point to point airlines as well as aviation service companies. Established in 1954, the airline the headquartered in Cologne, Germany and employs more than 123,000 staff as of FY16. The group has integrated value chain and thus benefits from financial synergies as well as sharing of knowledge and best practices across different business segments.

Revenue :

35,579 million Euros – FY ending 31st Dec, 2017 (y-o-y growth 12.4%)

31,660 million Euros – FY ending 31st Dec, 2016

SWOT Analysis :

The SWOT Analysis for Lufthansa is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Leading aviation group across the world 2. Sustainability and security program to drive strategic growth 3. Strong financial performance and stability 	<ul style="list-style-type: none"> 1. Employee disputes and strikes over wages impacts operations 2. Employee adaptation challenge to the business evolution
Opportunities	Threats
<ul style="list-style-type: none"> 1. Growing point to point traffic in Europe 2. Innovation and digitalization to drive growth and efficiency 	<ul style="list-style-type: none"> 1. Stiff competition from low cost airlines and large Middle Eastern carriers 2. Volatility in oil prices 3. Catering segment witnessing changing market dynamics

PESTLE Analysis :

The PESTLE Analysis for Lufthansa is given below:

Political	Economical
1.Political developments leading to economic uncertainty 2.The uncertainty over Brexit to be a challenge for the European aviation sector	1.Deregulation of aviation sector 2.Slow economic recovery in Europe 3.Fluctuations in fuel prices
Social	Technological
1.Consumer preference of high speed rail over airlines on short haul routes	1.Digital transformation to unlock new revenue streams
Legal	Environmental
1.Regulations imposed on air traffic by the administrative authorities	1.Green technologies and efforts towards reducing environmental pollution 2.Natural calamities

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