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AIR FRANCE KLM SWOT & PESTLE ANALYSIS

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Company Name : Air France KLM

Company Sector : Aviation

Operating Geography : Europe, France, Global

About the Company : Air France was founded in October 1933 by a merger of Air Orient, Air /union, CIDNA and SGTA. Prior to its merger with KLM in 2003, it served as the national flag carrier of France. It has three core businesses: passenger operations, cargo (freight transport) and maintenance (aircraft repair and maintenance). Its most powerful hub is at Paris-Charles de Gaulle and is a member of the SkyTeam, which is a global airlines alliance with 20 members. The mission of Air France KLM is to provide its customers a high quality service adaptable to their changing needs. The overall vision is to become the world's biggest and leading airline company.

Revenue :2,484.6 crores EUR (2016)

SWOT Analysis :

The SWOT Analysis for Air France KLM is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Wide network of airlines serving a large number of nations 2.Good branding and marketing through huge presence on social media 3.Most powerful hub in Europe 4.Strong tie ups 	<ol style="list-style-type: none"> 1.High level of economic uncertainties 2.Persistently weak demand 3.Cabin crew strike 4.Intense Competition
Opportunities	Threats
<ol style="list-style-type: none"> 1.Increase in the capacity of airline industry 2.Decrease in fuel bills 3.Net reduction in the overall debt 4.Transavia is the top level low cost carrier in Netherlands and Paris 	<ol style="list-style-type: none"> 1.Terrorist attacks in Europe 2.Continuing pressure on unit revenues 3.Voluntary departure plan

PESTLE Analysis :

The PESTLE Analysis for Air France KLM is given below:

Political	Economical
1.Trade protectionist policies of Trump administration	1.Conflict with distributors over product price rise due to currency impact of Brexit 2.Sharp fluctuations in currency markets
Social	Technological
1.Growing demand for premium skin-care products in emerging markets	1.Implementation of integrated supply chain with Ultralogistik 2. Leveraging 'People Data Centres' to understand consumer behaviour
Legal	Environmental
1.Regulatory approvals delay decision making and business growth 2.Change in tax laws and regulations	1.Actionable steps to address climate change within the value chain

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