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## AIR CANADA SWOT & PESTLE ANALYSIS

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**Company Name :** Air Canada

**Company Sector :** Aviation

**Operating Geography :** Canada, North America, Global

**About the Company :**

Air Canada's headquarters are in the Montreal borough of Saint-Laurent. The airline, which was founded in 1937, offers scheduled and charter flights for passengers and cargo to 222 destinations worldwide. It is a Star Alliance founding member. The major hubs of Air Canada are located at Montréal-Trudeau International Airport (YUL), Toronto Pearson International Airport (YYZ), Calgary International Airport (YYC), and Vancouver International Airport (YVR) (YVR). Air Canada Express is the airline's regional service. The Canadian federal government established Trans-Canada Air Lines (TCA) in 1936, and it began operating its first transcontinental flight routes in 1938. TCA was renamed Air Canada after government approval in 1965. Following the deregulation of the Canadian airline market in the 1980s, the airline was privatised in 1988. Air Canada's long-haul fleet consists of Airbus A330, Boeing 777, and Boeing 787 Dreamliner wide-body aircraft, while its short-haul fleet consists of Airbus A320 family aircraft (including the A320 and A321 variants), Boeing 737 MAX 8, and Airbus A220-300 aircraft. Air Canada received five awards for excellence in leisure and lifestyle travel, as well as the best in family travel. In March 2022, Air Canada announced plans to purchase 26 extra-long-range versions of Airbus' A321 neo aircraft. The first aircraft will be delivered in the first quarter of 2024, with the final aircraft arriving at the beginning of 2027.

The USP of Air Canada lies in it being the largest airline in Canada. Air Canada's mission is "Connecting Canada and the World." And vision is "Building loyalty through passion and innovation".

**Revenue :**

CAD 6400 million – FY ended 31st December 2021

CAD 5833 million – FY ended 31st December 2020

## SWOT Analysis :

The SWOT Analysis for Air Canada is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Higher resilience towards the economic downturns</li> <li>2.Robust growth and strong profile in terms of financials, risk profile, credit rating and capital structure</li> <li>3.Focused on leveraging its international network</li> <li>4.Strong customer engagement through a consistently high level of customer service</li> </ul>	<ul style="list-style-type: none"> <li>1.Susceptibility to external environment factors like economic activities and trade challenges</li> <li>2.Has a significant amount of financial leverage</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Global expansion with strategic international partnerships such as with Cirque du Soleil</li> <li>2.Amendment in the CPA (Capacity Purchase Agreement) of Air Canada with Jazz</li> <li>3.Investments in leveraging technology such as the Alt Suite agreement</li> <li>4.Leveraging Loyalty programs by acquiring Aeroplan Program</li> </ul>	<ul style="list-style-type: none"> <li>1.Impact of pandemic like Covid-19 on the flights</li> <li>2.High competition in North America as well as in international markets</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Air Canada is given below:

Political	Economical
1. Government's constant support to the airline industry	1. Impact of Covid-19 on the economy, aviation industry and Air Canada 2. Fluctuations in fuel prices impact the aviation industry
Social	Technological
1. Tentative agreement between the company and trade unions like between Air Canada and Unifor	1. Leveraging digital mobility to enhance customer experience 2. Shared infrastructure solution for passenger service system 3. Installation of Rouge Wi-Fi high-speed satellite-based connectivity by Gogo
Legal	Environmental
1. Long-term agreements with AAR Aircraft Services for airframe maintenance 2. Federal actions over pandemic flight refunds	1. Reduction of GHG emissions through fleet modernization program 2. Initiatives taken towards Sustainable Development Goals 3. Investments in fuel-efficient supply chain like partnering in Canada's Biojet Supply Chain Initiative

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