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## AEGEAN AIRLINES S.A. SWOT & PESTLE ANALYSIS

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**Company Name :** Aegean Airlines S.A.

**Company Sector :** Aviation

**Operating Geography :** Greece, Europe, Global

**About the Company :**

Aegean Airlines S.A. is the national carrier of Greece. Since June 2010, it has been a member of the Star Alliance. It offers scheduled and charter flights from Athens and Thessaloniki to a variety of European and Middle Eastern locations as well as other important Greek cities. Athens International Airport in Athens, Macedonia International Airport in Thessaloniki, and Larnaca International Airport in Cyprus are its principal hubs. In addition, it bases itself at various other Greek airports, some of which are seasonal. Its headquarters are in Kifisia, an Athens suburb. Aegean Airlines was founded in 1987 as Aegean Aviation. At the prestigious Skytrax World Airline Awards, AEGEAN was named the Best Regional Airline in Europe. This is the 11th year in a row that AEGEAN Airlines has received this top regional award from their passengers, and it coincides with another strong performance in the overall World's Best Regional Airline section, with an excellent 2nd place position. In August 2022, Aegean Airlines struck a code-share agreement with Emirates.

The USP of Aegean airlines lies in it being the largest airline in Greece in terms of fleet size, destinations served, and overall passenger traffic. Aegean Airlines' mission is "To travel our passengers with safety, continuously providing services of high standards across all travel stages, through an extensive network of destinations, which connects every corner of Greece and Greece with the world." And vision is "To act responsibly in developing the market, evolving our employees, supporting our partners and local communities."

**Revenue :**

675 million – FY ending 31st December 2021

415 million – FY ending 31st December 2020

**SWOT Analysis :**

The SWOT Analysis for Aegean Airlines S.A. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Competitive advantage of low average age of aircraft</li> <li>2.Strong technical bases to serve increased passenger capacity</li> <li>3.Enjoys the benefits of being a Star Alliance member</li> <li>4.Greece's largest and the best airline</li> <li>5.Strong focus on offering high quality services to the passengers</li> </ul>	<ul style="list-style-type: none"> <li>1.Suspension of flight due to plane damage</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Codeshare agreement with different airlines to increase customer experience</li> <li>2.AEGEAN's increase in participation in Animawings to further strengthens its presence in the Romanian market</li> <li>3.Partnership with Saudi Arabia's tourism conglomerate to promote significant tourist attractions</li> <li>4.Increase in routes to facilitate capacity expansion</li> </ul>	<ul style="list-style-type: none"> <li>1.Susceptible to flights delays and cancellations due to adverse weather conditions</li> <li>2.Threats from uncertain macroeconomic environment, including Covid-19, wars, inflation</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Aegean Airlines S.A. is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1. Russia-Ukraine war to have adverse impacts on the aviation industry</li> <li>2. Uncertain political environment between Greece and Turkey</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1. Tourism is a significant contributor to Greek economy thus making aviation sector a major stakeholder</li> <li>2. Fluctuations in oil prices to impact aviation sector and overall economy</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1. Introduction of multi-flight passes to save customers' money</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1. Leveraging IBM's AI, cloud services to transform its internal business processes as well as improve customer experience</li> <li>2. Introduction of high-speed inflight broadband to enhance customer experience</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1. Involvement in lawsuits highly impact company's reputation</li> <li>2. Ryanair's lawsuits against EU's approval of state aid to airlines</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1. Use of sustainable aviation fuel by the airlines</li> </ol>

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