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SWISSPORT INTERNATIONAL LTD. SWOT & PESTLE ANALYSIS

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Company Name : Swissport International Ltd.

Company Sector : Aviation

Operating Geography : Switzerland, Europe, Global

About the Company :

Headquartered in Switzerland, Swissport International Ltd. is a Swiss aviation services company providing cargo handling services, travel services, aviation security, aircraft maintenance, executive aviation and lounge hospitality. Founded in 1996 it handles around 282 million passengers and 4.8 million tonnes of cargo annually. The lounge service provided by Swissport is Aspire Lounge, which has the biggest lounge network in UK (21 lounges) with more lounges across the globe. Aspire Lounge provides lounge services for financial institutions, tour operators and airlines. In 2022 Swissport International Ltd received the West Jet awards. In 2022 it inaugurated air cargo centre at Japan International airport and New Aspire Lounge at Toronto city airport. The awards and accolades received by Swissport International Ltd are Air Cargo Handling Agent of the Year Award, IATA Innovator Award and Airport Service Award. As of early 2023, Swissport was active at 287 airports in 45 countries covering six continents with around 47,000 employees employed in the company.

The vision statement of Swissport International Ltd is “To be the most trusted single-source ground services and cargo handling provider in the aviation industry.” The Unique selling Point or USP of Swissport International Ltd lies in being the Global Leader in airport ground services and air cargo handling and provides a great service to the customers with market leading process flexibility and system compatibility.

Revenue :

3.13 billion - FY ending 31st December 2021

3.06 billion - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Swissport International Ltd. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Advanced single source service portfolio with various high-quality services 2.The company has a broader global presence than any of its competitors with strong brand reputation 3.Swissport has a competitive cost base and pricing discipline providing it an edge over other players 4.Swissport is extremely successful in its expansion activities 	<ul style="list-style-type: none"> 1.Negative and downgraded ratings by agencies such as S&P and Moody's 2.Certain business units were pushed to file for bankruptcy
Opportunities	Threats
<ul style="list-style-type: none"> 1.Continue successful acquisitions in different geographies 2.Strengthen leadership and grow profitability in core markets 3.Expand service offerings in portfolio 	<ul style="list-style-type: none"> 1.Competition from other established players providing similar services 2.Covid-19 has reduced passenger volumes and negatively impacted business

PESTLE Analysis :

The PESTLE Analysis for Swissport International Ltd. is given below:

Political	Economical
1.The uncertainty over Brexit to be a challenge for the business environment 2.There is high risk of explosives in air cargo industry due to frequent terrorism	1.High and volatile fuel prices putting pressure on air cargo business 2.Macroeconomic trends in favour of air cargo industry
Social	Technological
1.Travelers wish to have high quality lounge services and efficient check-in procedures 2.Customers demand increased security at airports	1.Airport services are accelerating toward digital transformation 2.Airports are integrating data analytics to improve allocation processes and efficiency
Legal	Environmental
1.Airport operations are heavily regulated under health, environmental and employee safety regulations	1.Airport services and cargo companies are making a shift to electric transport equipment 2.De-Icing and anti-icing services for aircrafts use unsustainable chemicals

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We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

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Client Support:
support@swotandpestle.com