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DELTA AIR LINES SWOT & PESTLE ANALYSIS

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Company Name : Delta Air Lines

Company Sector : Aviation

Operating Geography : United States, North America, Global

About the Company :

Delta Air Lines is one of the major American airlines, founded in 1924, currently operating over 5400 flights daily either through its subsidiaries or regional affiliation and serves an extensive national and international network covering around 323 destinations across 52 countries and six continents. The business of Delta Air Lines, Inc. entails offering regular air service for both passengers and cargo. It functions via the segments of Airlines and Refineries. The airline segment offers regular air service for both passengers and cargo. It is one of the oldest airlines, headquartered in Atlanta, Georgia. It employs over 83,000 people globally as of 31 December 2021. For the 2020 KAYAK Travel Awards, Delta ranked first for Best Airline Entertainment and Best WiFi Connection in North America. The judges of the Decade of Airline Excellence Awards named Delta the top North American airline and the best-performing airline in the world over the previous ten years. In June 2022, Delta Air Lines and Kenya Airways PLC increased the number of flights within Africa and added new markets to their codeshare partnership. The new agreement expands customers' travel options to 25 cities across the United States and Canada and 19 cities in Africa.

The USP of Delta Airlines is that it is the second-largest airline in the world in terms of fleet size, revenue passenger miles, and scheduled passenger miles. The mission statement of Delta reads, "Connect the world. Reflect the world. Respect the world. Our purpose is beyond flight."

Revenue :

US \$ 29,899 million - FY ending 31st Dec 2021

US \$ 17,095 million - FY ending 31st Dec 2020

SWOT Analysis :

The SWOT Analysis for Delta Air Lines is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Expansion of products with diversified revenue streams. 2.Good labor relations and loyalty 3.Strong global network and alliances. 4.Leading in operational reliability and among industry's best performers. 5.Greater customer loyalty and satisfaction. 	<ul style="list-style-type: none"> 1.Increased pressure from fixed obligation and new debt due to Covid19.
Opportunities	Threats
<ul style="list-style-type: none"> 1.More investment in technology to improve efficiency. 2.Expanding revenue ecosystem for future growth. 	<ul style="list-style-type: none"> 1.High fuel price and frequent changes in the fuel price can affect the company. 2.High competition from other airlines with more resources and alliances. 3.Huge threats from cybersecurity risks and unauthorized access to third parties. 4.Security risks including terrorist attacks and geopolitical conflicts can affect its operations.

PESTLE Analysis :

The PESTLE Analysis for Delta Air Lines is given below:

<p style="text-align: center;">Political</p> <p>1.The ongoing political turmoil in Europe can affect the company.</p>	<p style="text-align: center;">Economical</p> <p>1.Uncertain economic condition post covid 19 can impact the company.</p> <p>2.Increased inflation in the US can have serious implications on Delta.</p>
<p style="text-align: center;">Social</p> <p>1.Increased consumer preference towards travel post covid19 will positively impact the company.</p>	<p style="text-align: center;">Technological</p> <p>1.Implementation of innovative technologies for operational optimization</p> <p>2.Digitisation to improve customer experience</p>
<p style="text-align: center;">Legal</p> <p>1.Compliance of extensive government regulations in areas under company's jurisdiction.</p> <p>2.Several lawsuits filed may impact reputation and lead to financial obligations.</p>	<p style="text-align: center;">Environmental</p> <p>1.Emission regulations by ICAO and United States EPA.</p> <p>2.Working towards sustainable environment and carbon neutrality.</p>

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