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## CATHAY PACIFIC SWOT & PESTLE ANALYSIS

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**Company Name :** Cathay Pacific

**Company Sector :** Aviation

**Operating Geography :** Asia, Hong Kong, Global

**About the Company :**

Cathay Pacific, established in 1946 is an international airline registered and based in Hong Kong. From the past 7 decades, the airline is deeply dedicated to its home base and is extensively contributing to developing Hong Kong as one of the world's leading international aviation centers. The company offers scheduled passenger and cargo services to over 212 destinations in 53 countries and territories. The company provides scheduled air passenger, cargo services, airline catering, ramp and passenger handling, ground-handling, cargo and aircraft maintenance services. Dragonair which has been rebranded as Cathay Dragon is a regional airline and is a registered and a wholly owned subsidiary of Cathay Pacific. The company is also member of the oneworld global airline alliance and Cathay Dragon, Cathay Pacific's sister airline, is an affiliate oneworld member. As of early 2022, Cathay Pacific Group employed 21,600 people worldwide of which 17,700 people are employed in Hong Kong.

Cathay Pacific's Vision and Mission statement reads "Our vision is to be the world's best airline. Being the best means that we always strive to excel in everything we do. Our dynamic team provides the highest quality service so that our customers are happy they chose Cathay Pacific."

The USP or Unique selling proposition of Cathay Pacific signifies being the flag carrier of Hong Kong and the world's largest cargo carrier. It has made sturdy investments to develop Hong Kong as the world's leading international aviation center and biggest international cargo terminal in the world.

**Revenue :**

HK \$ 45,587 million - FY ending 31st Dec 2021(y-o-y growth of -2.9%)

HK \$ 46,934 million - FY ending 31st Dec 2020

HK \$106,973 million - FY ending 31st Dec 2019

## SWOT Analysis :

The SWOT Analysis for Cathay Pacific is given below:

Strengths	Weaknesses
1.Strong presence across regions leading to increased synergies of operations 2.Huge fleet and mix of aircrafts leading to optimum utilization of fleet based on demand conditions 3.Code sharing agreements along with membership in OneWorld alliance	1.Weak financials due to high leverage leading to difficulty in raising future finance 2.Future finance leases liabilities leading to limited scope for future expansion
Opportunities	Threats
1.Emerging market growth	1.Emerging market growth potential which would be the future growth driver for the company 2.Technology backed services leading to improved operations and reduced costs 3.More expansion in air freight sector in cargo hubs like Dubai 4.Partnership with home-grown brands will add value to the company " "

## PESTLE Analysis :

The PESTLE Analysis for Cathay Pacific is given below:

Political	Economical
1.Political unrest in major markets may result in decrease in traffic	1.High oil prices could impact aviation industry 2.Strong dollar value making Hong Kong an expensive destination
Social	Technological
1.Training programs and workshop for young graduates 2.Initiatives to reduce illegal trafficking and track supplier compliance	1.Modernize legacy infrastructure in order to enhance customer services 2.Investment in data analytics and mobility to improve customer experience 3.Introduction of internal social media platform
Legal	Environmental
1.Antitrust proceedings in various jurisdictions	1.Emissions trading and carbon reduction initiatives

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