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LUXAIR S.A. SWOT & PESTLE ANALYSIS

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Company Name : Luxair S.A.

Company Sector : Aviation

Operating Geography : Luxembourg, Europe, Global

About the Company :

Luxair SA is a Luxembourg-based airline founded in 1948. It operates scheduled passenger flights, as well as charter flights and private jets. The company has a fleet of 21 aircraft serving over 70 destinations in Europe, North Africa, and the Middle East. Luxair is a member of the European Regional Airlines Association and has codeshare agreements with several airlines, including Air France and Lufthansa. Luxair is committed to providing safe, reliable, and comfortable air travel for its passengers. The company offers a range of services, including in-flight entertainment, Wi-Fi, and duty-free shopping. Luxair's frequent flyer program, "LuxairClub," rewards passengers with special benefits and discounts on future flights. The company also supports a range of cultural and sporting events, as well as charitable initiatives, in order to give back to the communities it serves. As of early 2023, Luxair has a workforce of around 3,000 employees, including pilots, cabin crew, ground staff, and administrative personnel.

The USP of Luxair is that it is the flag-carrier of Luxembourg. Luxair's mission statement reads, "To provide safe, reliable, and high-quality air transportation services, while offering our customers a personalized and memorable travel experience." Luxair's vision statement reads, "To be the airline of choice for passengers traveling to and from Luxembourg, recognized for our commitment to safety, customer service, and innovation, while contributing to the economic development of our country."

Revenue :

EUR 457.45 million – FY ending 31st December 2021

EUR 263.13 million – FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Luxair S.A. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Wide range of quality services offered 2.Continuous growth in terms of passengers, freight handled, load factor, etc. 3.High response to consumer's changing needs 4.Record-breaking performance of Luxair cargo 5.One of the top 10 best-rated regional airlines in Europe 	<ul style="list-style-type: none"> 1.Continuous losses since the pandemic 2.Involvement of trade unions due to unhealthy work environment
Opportunities	Threats
<ul style="list-style-type: none"> 1.Increasing trend towards sports-related holidays 2.Scrapping of competitor's flights will lead to major boost 3.Partnership extension with German Airways 	<ul style="list-style-type: none"> 1.Extreme weather conditions leading to delays and cancellation of flights 2.High fuel prices due to oil price fluctuations

PESTLE Analysis :

The PESTLE Analysis for Luxair S.A. is given below:

<p style="text-align: center;">Political</p> <p>1.Impact of Russia-Ukraine war on aviation</p>	<p style="text-align: center;">Economical</p> <p>1.Rising cost of energy impacting all sectors of Luxembourg 2.Inflation impacting the demand for airlines 3.Aviation sector makes is a major contributor to Luxembourg's economy</p>
<p style="text-align: center;">Social</p> <p>1.Increasing need for superior services post-Covid 2.Increasing demand for customized vacations at premium destinations</p>	<p style="text-align: center;">Technological</p> <p>1.Tech-partnership with Amadeus aiding in rebuilding customer trust 2.Digital innovations to enhance customer experience</p>
<p style="text-align: center;">Legal</p> <p>1.No deal Brexit may impact UK trade and tourism</p>	<p style="text-align: center;">Environmental</p> <p>1.Commitment to carbon neutral flights and aim to reduce CO2 emissions</p>

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