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TAROM SWOT & PESTLE ANALYSIS

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Company Name : TAROM

Company Sector : Aviation

Operating Geography : Romania, Europe, Global

About the Company :

TAROM (Transporturile Aeriene Române) was founded in 1954 by the Romanian government. TAROM is headquartered in Bucharest and operates from its main hub at Henri Coanda International Airport. The airline serves over 50 destinations across Europe, Africa, and the Middle East. TAROM operates a fleet of 23 aircraft, including Boeing 737s, Airbus A318s, and ATR 42s and 72s. The airline offers two classes of service on most flights: Economy Class and Business Class. In-flight amenities may vary depending on the length of the flight and the class of service. TAROM is a member of the SkyTeam global airline alliance and has codeshare agreements with several other airlines, including Air France, KLM, and Delta Air Lines. The airline also has interline agreements with other airlines, allowing for seamless connections to additional destinations. In addition to passenger flights, TAROM also operates cargo services, charter flights, and aircraft maintenance and overhaul services. The airline has won several awards over the years, including the "Best Airline in Romania" award at the Romanian Top Hotel Awards. As of early 2023, TAROM employed over 1,248 people.

The USP of TAROM is that it is the flag carrier and oldest airline of Romania. TAROM's mission is to provide safe and reliable air transportation services to its customers, while also contributing to the development of Romania's aviation industry.

Revenue :

Lei 960 million – FY ending 31st December 2021

SWOT Analysis :

The SWOT Analysis for TAROM is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Member of SkyTeam giving it a competitive advantage of extensive network 2.Certified as a 3-Star Airline for quality 3.Fleet consists of 3 top manufacturers 4.Being a state-owned company, receives strong government support 	<ol style="list-style-type: none"> 1.Continuous decline in market share 2.Frequent instances of workers' strike 3.No profits in the past 14-15 years of its operation
Opportunities	Threats
<ol style="list-style-type: none"> 1.Partnership with Traxon to provide the airline with digital access to thousands of stakeholders throughout the supply chain 2.Restructuring plans with EU aid to pull the airline from difficulties 	<ol style="list-style-type: none"> 1.Wizz Air is ready to take the place of Romanian airline TAROM 2.Increasing risk of bankruptcy due to various macroeconomic factors 3.Bucharest Airport may suspend TAROM's services

PESTLE Analysis :

The PESTLE Analysis for TAROM is given below:

Political	Economical
1.Impact of Russia-Ukraine war on airlines 2.Europe's energy crisis is increasing jet fuel prices	1.Airlines getting disrupted due to various macroeconomic factors
Social	Technological
1.Increasing importance of loyalty programs in post-Covid world 2.Declining population in Romania to reduce market size	1.Collaboration with Amadeus mobile solutions to enhance customer experience 2.Emerging technologies shaping the aviation industry
Legal	Environmental
1.Court challenge against rescue aid by rival airline	1.Implementation of Honeywell forge flight efficiency to reach fuel and CO2 goals

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