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## ROYAL JORDANIAN AIRLINES SWOT & PESTLE ANALYSIS

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**Company Name :** Royal Jordanian Airlines

**Company Sector :** Aviation

**Operating Geography :** Jordan, Asia, Global

**About the Company :**

Royal Jordanian Airlines, originally known as Alia Royal Jordanian Airlines, is Jordan's national airline, with head office in Amman. With about 500 flights each week and at least 110 daily departures, the airline conducts scheduled international services across four continents from its primary base at Queen Alia International Airport. Following a royal mandate granted by the late King Hussein, the airline was created on December 9, 1963, and began operations on December 15, 1963. Around 30 aircraft of various types are in the company's fleet, including the A340, A330, A321, A319, Embraer 195, and Embraer 175. In its aircraft, the airline offers luxurious seats, in-flight entertainment, and dining services. Its planes transport a wide range of cargo, including jewels, vulnerable, risky commodities, animals, and mail and courier deliveries. The company also provides ground handling services including luggage handling and ramp services. The airline is part of the One World Alliance, which comprises American Airlines, British Airways, Iberia, Cathay Pacific, and Japan Airlines, among others. From Amman Civil Airport in Marka, Royal Wings, the Company's subsidiary, offers chartered flights. As of early 2023, Royal Jordanian employed over 3200 people.

Royal Jordanian Airlines' USP lies in it being the dominant carrier in Amman and having a 60-stop global destination network. The mission statement of the Royal Jordanian Airlines reads, "To be the airline of choice, connecting Jordan and the Levant with the world. Mission: To ensure our customers always recommend our airline because we consistently provide: • The highest level of safety, security and reliability. A seamless travel experience with the exceptional customer care".

**Revenue :**

JD 611.8 million - FY ending 31st December 2022 (y-o-y growth 71%)

JD 357 million - FY ending 31st December 2021

**SWOT Analysis :**

The SWOT Analysis for Royal Jordanian Airlines is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Large network access through membership of Oneworld Alliance</li> <li>2.Young fleet of aircraft averaging five years</li> <li>3.Jordan government support since its inception</li> <li>4.Ranked within top 20 airlines by AirlineRatings.com</li> </ul>	<ul style="list-style-type: none"> <li>1.Alarmingly low revenues for FY 2020-21</li> <li>2.Huge loss of approx. 70% of its capital</li> <li>3.Decreasing net assets over the past years</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Rising as a market leader in Levant region</li> <li>2.Ex CEO's rejoining might help in company's revival</li> </ul>	<ul style="list-style-type: none"> <li>1.Electronic failures are a growing concern</li> <li>2.Liquidation of company very likely as per Jordan Company's Law</li> <li>3.Rising competition with new airline companies in Middle East</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Royal Jordanian Airlines is given below:

Political	Economical
<ul style="list-style-type: none"> <li>1.Royal rift in Jordan can lead to company's downfall</li> <li>2.Neighbour countries impose political tension in Jordan</li> <li>3.Opening of Jordan-Israel air corridor can create scope of revenue</li> <li>4.Amman and Jordan regarded as a high-threat area for terrorism</li> </ul>	<ul style="list-style-type: none"> <li>1.Declining economic stability in Jordan due to Syria war</li> <li>2.Covid-19 pandemic and regional circumstances have impeded economic growth in Jordan</li> </ul>
Social	Technological
<ul style="list-style-type: none"> <li>1.Syrian refugees in Jordan pose social risks</li> <li>2.Strong growth in tourism in Jordan</li> </ul>	<ul style="list-style-type: none"> <li>1.Nano tech and facial recognition adopted to fasten airline boarding process during pandemic</li> <li>2.Implementation of dynamic pricing engine to facilitate personalized retailing</li> </ul>
Legal	Environmental
<ul style="list-style-type: none"> <li>1.Qatar-Jordan to liberalize air services will drive growth</li> </ul>	<ul style="list-style-type: none"> <li>1.Need for environmental cleanliness across Levant region</li> </ul>

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