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GARUDA INDONESIA SWOT & PESTLE ANALYSIS

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Company Name : Garuda Indonesia

Company Sector : Aviation

Operating Geography : Asia, Indonesia, Global

About the Company : PT Garuda Indonesia (Persero) Tbk was established in 1947 as KLM Interinsulair Bedrijf and is the national airline of Indonesia. As a leading global airlines Garuda serves more than 90 domestic and international destinations. Headquartered in Soekarno–Hatta International Airport in Tangerang, close to Jakarta, Indonesia, Garuda has around 17,225 employees as of 2019. Its subsidiaries include Aerowisata, Citilink and GMF AeroAsia. This Indonesia-based company's business can be broadly divided into three segments: flight operation, aircraft maintenance services and other operations. Its flight operation segment comprises passenger flights, which offers both scheduled and non-scheduled flights, and cargo flights. Its aircraft maintenance services segment is operated by its subsidiary, PT Garuda Maintenance Facility Aero Asia. Its other operations segment includes flight services, travel agent, catering, ground handling, facility, hotel, information technology, health, training and other business activities of the Company's subsidiaries.

Garuda Indonesia's vision statement reads "Value-Driven Aviation Group, Bringing Indonesian Hospitality to the World".

Garuda's mission statement is as follows:

- Shareholder: Maximize group value for better shareholder return among regional airlines,
- Customer: by delivering excellent Indonesian hospitality and world best experiences to customers,
- Process: while implementing cost leadership & synergy within group,
- Employee: and by engaging passionate & proud employee in one of the most admired company to work for in Indonesia.

Garuda's USP or unique selling point lies in being the national airline of Indonesia and the

second largest in the world's largest archipelago.

Revenue :

US\$ 4.37 billion – FY ending 31st Dec 2019

US\$ 4.18 billion – FY ending 31st Dec 2018

SWOT Analysis :

The SWOT Analysis for Garuda Indonesia is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Geographic location and tourism attraction 2.Flag carrier of Indonesia with strong government backing 3.Steady revenue contributed by Hajj passengers 4.Aircraft with a young fleet and potent brand power 5.Robust and effective IT Strategy strengthening business 	<ul style="list-style-type: none"> 1.Allegations of manipulating financial statements 2.Decreased market shares in domestic and international segments
Opportunities	Threats
<ul style="list-style-type: none"> 1.Government initiatives to promote tourism 2.Indonesia's economic recovery 3.Growing regional population and rising purchasing power 4.GMF Aero Asia penetration in regional and international markets 5.Drive synergies via codesharing cooperation 6.100-strong cargo drone fleet to transform Indonesia's logistic landscape 7.Large Indonesian Migrant workers (TKI) and student passengers 	<ul style="list-style-type: none"> 1.Natural disasters hurting bottom line 2.Stagnancy of global economic growth and political turmoil 3.Rising fuel, high volatility and weakening exchange rates

PESTLE Analysis :

The PESTLE Analysis for Garuda Indonesia is given below:

Political	Economical
1. Being majorly owned by Indonesian government, Garuda subject to political interference 2. Domestic political turbulence in Indonesia	1. Economic fundamentals posing a challenging business environment for Garuda 2. Indonesia being the most populous among ASEAN nations presents a lucrative aviation market 3. Tourism is expected to increase significantly by 2035 which will be a booster Garuda
Social	Technological
1. Indonesia being an archipelago has an air traffic penetration of just 33%, thus there is significant upside opportunity 2. Indonesia is a growing economy with increase in average disposable income	1. Implementation of mobility and analytics initiatives across the business units 2. Tie up with Sabre Airline Solutions platform
Legal	Environmental
1. Heavy regulation in transportation fare in Indonesia 2. Lawsuit regarding gender discrimination may incur penalties and impact brand	1. Garuda Indonesia focuses its environment sustainability strategy on the three pillars, People, Planet, and Profit 2. Increased use of alternative/renewable sources of energy 3. Frequent natural catastrophes in Indonesia may subdue the economic growth

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