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## RYANAIR SWOT & PESTLE ANALYSIS

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**Company Name :** Ryanair

**Company Sector :** Aviation

**Operating Geography :** United Kingdom, Europe, Global

**About the Company :**

Ryanair is an Irish airline established in 1984 and is headquartered in Dublin, Ireland. It is the largest European carrier in terms of passenger volume and is largely characterized by the successful implementation of the low-cost business model. Being a pioneer in offering low fares to its passengers on short European routes, Ryanair has earned the reputation to offer lowest fares in the industry and hence turns out to be the toughest competition to the newbies in the aviation industry. During the 90's Ryanair operated as an airline serving short point to point European routes. Later it entered the Dublin-London route hitting the market with its attractive strategy of lowest fares and increased routes between Ireland and UK. Gradually Ryanair started new routes in various other countries, keeping its business model simple and focused towards providing lowest possible fares with increased frequencies to destinations and emphasizing on safety and security of passengers. Ryanair has over 19,000 employees on its rolls as of early 2023.

Ryanair's unique selling proposition or USP is to provide lowest fares in the airline industry with increased frequencies for short point to point routes. Ryanair's mission statement reads as "to offer low fares that generate increased passenger traffic while maintaining a continuous focus on cost containment and efficiency operation." Ryanair's Vision is "to firmly establish itself as Europe's leading low-fares scheduled passenger airline through continuous improvements and expanded offerings of its low-fares service".

**Revenue :**

4.8 billion - FY ending 31st March 2022 (y-o-y growth 194%)

1.6 billion - FY ending 31st March 2021

## SWOT Analysis :

The SWOT Analysis for Ryanair is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1.Established in the European market covering more than 200 destinations and 1800 routes</li> <li>2.Strong balance sheet and consistent shareholder returns</li> <li>3.Ryanair's low-cost base is a key competitive advantage</li> <li>4.Ryanair operates point-to-point flights within short distance locations</li> <li>5.European Union's cleanest and greenest airline</li> </ol>	<ol style="list-style-type: none"> <li>1.Labor relations and change in employee compensation arrangements could impact Ryanair's business</li> <li>2.Aggressive fleet expansion may result in overcapacity in the near future</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1.Ryanair has good scope to increase ancillary revenues through myRyanair</li> <li>2.Focus on customer experience through Always Getting Better (AGB) program</li> <li>3.Opportunity in declining charter flight segment</li> </ol>	<ol style="list-style-type: none"> <li>1.Weaker GBP post Brexit to put downward pressure on prices</li> <li>2.Fluctuations in fuel prices can affect the company's business model and profitability</li> <li>3.Competition from other low cost regional carriers</li> <li>4.ATC staff shortages &amp; strikes in Europe</li> <li>5.Increase in Irish Corporation tax rates</li> <li>6.Impact of Covid-19 pandemic on aviation industry</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for Ryanair is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.The uncertainty over Brexit to be a challenge for the business environment</li> <li>2.Frequent terrorist attacks in Europe will have adverse effect on air travel demand impacting Ryanair</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1. Oil prices are expected to remain around \$50 a barrel, aiding operational margins</li> <li>2. Weaker GBP post Brexit to put pressure on fare prices</li> <li>3. Impact of COVID-19 pandemic on economy and aviation</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1.Consumer preference of high speed rail over airlines on short haul routes</li> <li>2.Consumer willing to spend more on ancillaries if ticket cost is less</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.Enhancements in digital platforms (mobile and website) to improve customer experience</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.Ryanair is subject to lawsuit by European Commission for receiving state aid at certain European airports</li> <li>2.Brexit may require Ryanair to comply with dual, UK and EU regulations</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.EU regulation of emissions for airlines may increase costs for Ryanair</li> <li>2.Operates young fleet of Boeing 737-800NG aircraft with fleet age under 6 years and has lowest emissions intensity amongst peers</li> <li>3.Strong focus on environmental initiatives</li> </ol>

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