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ETIHAD AIRWAYS SWOT & PESTLE ANALYSIS

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Company Name : Etihad Airways

Company Sector : Aviation

Operating Geography : Middle East, Global

About the Company : Etihad Airways is the second flag carrier of United Arab Emirates and the national carrier for the emirate of Abu Dhabi. It is also one of the largest airlines in the Middle East. It has its headquarters located in Khalifa City, Abu Dhabi, UAE. The airline provides services to 84 destinations across 49 countries of Europe, Asia, and the Middle East. In America, services are provided to Toronto and New York. The main base of the airline is the Abu Dhabi International Airport. The formation of Etihad Airways was a result of royal decree issued by Sheikh Khalifa bin Zayed Al Nahyan of the Royal Family in 2003.

It has a modern fleet of 102 aircraft and is currently one of the world's youngest fleets. It has over 26,000 employees as of 2017. The airline also has a cargo services division called Etihad Cargo and a recreation division called Etihad Holidays. The airline won an Airline Excellence Award by AirlineRatings.com in 2019 given on basis of a seven-star safety rating and demonstration of leadership in innovation for passenger comfort. It now holds the 6th position in the World's Top Ten Airlines List. The company has 21,529 employees as per 2019 records.

The mission statement of Etihad Airways reads, to “give a refreshing welcoming to their guest, where travel should be safe and secure in an environment that is friendly, and where global standards in both terms is practiced, be it hospitality or in the technical aspects in assuring a safe journey for its guests.” The vision of the airline is “to become one of the global airliners that exude a truly 21st century, where challenges, and changing environment, plus an engaging vision to break the convention.” The Unique Selling Point(USP) of the airline is that it connects the world through Abu Dhabi.

Revenue : \$1.28 billion– FY ending Dec 2019

SWOT Analysis :

The SWOT Analysis for Etihad Airways is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong operational performance 2.Support from the Emirate of Abu Dhabi 3.Strong and geographically diverse equity partner network 4.Worldwide route network with a young, modern and efficient fleet 	<ul style="list-style-type: none"> 1.Operational challenges in subsidiaries - airberlin and with Alitalia 2.Non-disclosure of financials and limited transparency
Opportunities	Threats
<ul style="list-style-type: none"> 1.Strategic technology investments to deliver long term cost benefits 2.Growth potential in air cargo segment 	<ul style="list-style-type: none"> 1.Formidable competition in Middle East and Europe 2.Accusations by rival airlines in the United States 3.Increase in conflicts and terrorist threats across Middle East 4.Low oil prices increases price competition from rival legacy carriers

PESTLE Analysis :

The PESTLE Analysis for Etihad Airways is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Support from the Emirate of Abu Dhabi 2.Terrorism and civil unrest and political uncertainty across Europe, Middle East and African (EMEA) markets 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Trade protectionist policies of new U.S. administration 2.Low oil price environment increasing competition
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Etihad - a strong force in UAE's Emiratisation program 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Implementation of Customer Relationship Management (CRM) solution 2.Acquisition in ancillary travel technology firm 3.Strategic technology investments for cost optimization
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Ban on carrying electronic devices to U.S bound flights 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Modern and environmentally efficient fleet 2.Water consumption and recycling

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