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## QATAR AIRWAYS SWOT & PESTLE ANALYSIS

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**Company Name :** Qatar Airways

**Company Sector :** Aviation

**Operating Geography :** Middle East, Global

**About the Company :**

Qatar Airways established in 1993 is the state owned carrier of Qatar and a leading aviation player globally. Based out of Doha, Qatar; the airline serves over 150 destinations globally as of 2017 with a modern fleet of close to 200 aircrafts. The airline and its subsidiaries have more than 43,000 employees globally as of 2017.

Qatar Airways serves 350 other destinations by being a member of Oneworld global airline alliance. During the 2016-2017 period, Qatar Airways became the third largest member of the alliance with International Airlines Group (IAG) subsidiary and British Airways, sharing revenue on the London Heathrow-Doha route. Qatar Airways strengthened its shareholder position by attaining an appreciation in the share price from 15.24% to 20.01% in IAG, the world's largest airlines group. Qatar Airways strives to transport more than 32 billion passengers yearly, and its determination for providing superior customer service and excellent flying experience has helped Qatar Airways sustain its position as one of the fastest growing airlines in the world. Qatar Airways is a proud holder of 4 prestigious awards, viz 'world's best business class', the best airline in the Middle East', 'best business class seat' and 'best first class airline lounge' at the 2018 Skytrax World Airline Awards. Qatar Airways became a fully government owned entity in 2014, with the country's sovereign fund, Qatar Investment Authority (QIA) buying the shares from its former prime minister and other shareholders.

Qatar Airways mission statement reads "Qatar Airways is the national carrier of the State of Qatar. Our global network now sees us flying to over 100 destinations worldwide and operating some of the youngest fleets in the sky. We are home to over 150 nationalities. Our mission is to deliver Excellence in Everything We Do." Qatar Airways vision statement reads "Qatar Airways aims to provide airline of your choice, offering the flights you want to the destinations you need." Qatar Airways USP or unique selling proposition lies in "the unparalleled service they offer both on the ground and in the air for their passengers."

**Revenue :**

QAR 39.4 billion – FY ending 31st Mar 2017 (Y-O-Y growth of +21.7%)

QAR 35.7 billion - FY ending 31st Mar 2016

## SWOT Analysis :

The SWOT Analysis for Qatar Airways is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.World class airline with premium service offering</li> <li>2.Global network coverage with huge modern fleet</li> <li>3.Strong profitability and growth</li> <li>4.Backing and consistent support from the State of Qatar</li> </ul>	<ul style="list-style-type: none"> <li>1.Majorly reliant on international customers with low local population</li> <li>2.Limited transparency in financial and operational disclosures</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.2022 FIFA world cup in Qatar to fuel aviation growth</li> <li>2.Development of Doha as a financial center and a major international hub</li> <li>3.Implementation of latest technology solutions to enhance service offerings</li> </ul>	<ul style="list-style-type: none"> <li>1.Qatar's political dispute with GCC members to affect Qatar Airways</li> <li>2.Strong competition from other international carriers such as Emirates, Etihad and Lufthansa.</li> <li>3.Terrorism and political uncertainty may impact travel demand</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Qatar Airways is given below:

Political	Economical
1.Political blockade of Qatar by other GCC nations to impact Qatar Airways	1.Protectionist policies of Trump administration to affect Middle East carriers 2.Qatar's economic growth to slow down due to blockade by other GCC nations
Social	Technological
1.Customer perception of exclusive and premium service 2.Marketing deals with world class institutions strengthen customer reach	1.Adoption of innovative technology solutions to improve efficiency 2.Technologically advanced on-board experiences enhance the airline brand
Legal	Environmental
1.Regulations such as laptop ban on passengers originating from Middle East destinations to United States	1.Operation of most modern and efficient fleets reduces emissions 2.Group-wide environmental sustainability and governance framework

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