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IAG SWOT & PESTLE ANALYSIS

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Company Name : IAG

Company Sector : Aviation

Operating Geography : UK, Europe, Global

About the Company :

The International Airlines Group, better known as IAG, is headquartered located in London, United Kingdom. It was established in January 2011 as a result of a merger agreement between British Airways and Iberia, the national airlines of Spain and the United Kingdom, respectively. As a result, IAG now owned 100 percent of both companies. In spite of being formed as recently as 2011, it has managed to become one of the largest airlines groups of the world. Since its founding, IAG has added additional airlines to its portfolio of brands and operations, including BMI (2011), Vueling (2012), and Aer Lingus (2015). The Level brand and Avios, the IAG rewards programme, are also owned by the Group. With a fleet of 531 aircraft, it served 279 destinations and carried about 118 million passengers annually prior to the effects of the COVID-19 pandemic. It has been recognized as the Top 100 Global most sustainable large corporations. Its employees are 50,222 people as of early 2022.

The USP of IAG is that it is one of the largest airlines groups in the world. IAG's vision is "to be the world's leading airline group, maximizing sustainable value creation for its shareholders and customers".

Revenue :

8,455 million - FY ending December 31st 2021 (y-o-y growth of 8.3%)

7,806 million - FY ending December 31st 2020

SWOT Analysis :

The SWOT Analysis for IAG is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong competitive advantage generated by Group structure 2.Continued focus on digital innovation 3.Exclusive access to Heathrow Terminal 5 4.Strong network of suppliers 	<ul style="list-style-type: none"> 1.Overdependence on one brand \u2013 British Airways 2.Heathrow's capacity expansion is on risk 3.Low presence in Asia pacific 4.Fuel consumption at London at its peak
Opportunities	Threats
<ul style="list-style-type: none"> 1.Growing Africa and far eastern markets 2.Growth in the air freight market 3.LEVEL- IAG's new long-haul brand to capitalize opportunities in low-cost segment 	<ul style="list-style-type: none"> 1.Government subsidy propels Gulf airline growth 2.Competition law reduces acquisition opportunities 3.Economic developments threaten to overshadow recovery

PESTLE Analysis :

The PESTLE Analysis for IAG is given below:

Political	Economical
1.Uncertainty of migration laws in USA and cap on the H1B visa	1.Impact of covid-19 on operations 2.New regulations to promote sustainable aviation
Social	Technological
1.Frequent employee strikes which lead to financial loss	1.Emergence of latest technologies to ease flight operations 2.Integrating digitalization in the operations
Legal	Environmental
1.Open Skies agreement between UK and US 2.Lawsuits from displeased clients	1.Commitment to reduce carbon footprints 2.Synthesized Iso Paraffinic approval from ASTM

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