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## JAPAN AIRLINES SWOT & PESTLE ANALYSIS

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**Company Name :** Japan Airlines

**Company Sector :** Airlines

**Operating Geography :** Japan, Asia

**About the Company :** Japan Airlines Co., Ltd. (JAL) is one of the major flag carriers in Japan with main hubs at Tokyo's Narita International Airport, Tokyo International Airport, Nagoya's Chubu Centrair International Airport and Osaka's Kansai International Airport. Operating with a large fleet of narrow and broad aircraft, JAL has a large domestic network with regional and international routes to Europe, Canada, the United States, South America and Australia. It is the flag carrier airline of Japan and the second largest in Japan after formidable All Nippon Airways. It is headquartered in Tokyo, Japan. JAL group companies include Japan Airlines, J-Air, JAL Express, Japan Air Commuter, Japan Transocean Air and Ryukyu Air Commuter for domestic feeder services; and JAL Cargo for cargo and mail services. Its plans to partner with AeroMexico will increase the airline reach to Mexico in 2018.

**Revenue :**1.288 trillion JPY Mar 2017

## SWOT Analysis :

The SWOT Analysis for Japan Airlines is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong presence in domestic and international market</li> <li>2.Home market has high affinity for Japanese carriers.</li> <li>3.JAL is member of Oneworld alliance.</li> <li>4.Domestic Japan is a high yielding market</li> <li>5.Large fleet portfolio.</li> </ul>	<ul style="list-style-type: none"> <li>1.Operating costs is increasing y-o-y.</li> <li>2.JAL's cost base is the one of the highest in Asia.</li> <li>3.Out-dated IT platform</li> <li>4.Some of the routes are unprofitable for JAL.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Increase in Inbound tourists to Japan and regional tourism promotion</li> <li>2.Increase presence in overseas market.</li> <li>3.Generation of revenue can be done from ancillary businesses.</li> <li>4.Collaboration with Vistara, Aeroflot</li> <li>5.Hosting of 2020 summer Olympic games in Tokyo</li> </ul>	<ul style="list-style-type: none"> <li>1.Fuel price is highly volatile which is a major concern</li> <li>2.Increasing competition from Competitors</li> <li>3.Political tensions between Japan and China.</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Japan Airlines is given below:

Political	Economical
1.MLIT certified 27 regional airports as Inbound Promotion Airports. 2.Clashes between North Korea and Japan affected Airline Industry	1. Developing Economies are showing considerable growth 2. Oil price in the future are going to rise. 3. Sino-Japanese tensions in the East China sea
Social	Technological
1.Tokyo Olympics and Paralympics in 2020 2.Ageing Population	1.Easy to use Apps 2.Target Older Consumers 3.Wi-Fi and Stan Streaming to enrich Customer Experience 4.Investment in advanced technology
Legal	Environmental
1. 2016 Earthquakes 2. JAL Group carbon offsets. 3. JAL led the way for forming INAF "]]	1.

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**[support@swotandpestle.com](mailto:support@swotandpestle.com)**