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HAWAIIAN AIRLINES SWOT & PESTLE ANALYSIS

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Company Name : Hawaiian Airlines

Company Sector : Aviation

Operating Geography : United States, Global

About the Company : Hawaiian Airlines has proven to be an essential part of the residents of Hawaii since its incorporation in 1929. The company started with a small fleet of two 8-seater aircrafts called Sikorsky, and a Bellanca monoplane. Since then, the company has grown to become Hawaii's oldest and biggest airline, serving over 10 million customers per year. Hawaiian Holdings Inc. is the parent company of Hawaiian Airlines. They are one of the rather small players in the industry when it comes to annual revenue. With a 2017 annual revenue \$2.7 billion, they are considered a small player. When it comes to quality rankings, they are ranked fifth in the United States airline industry, according to Airline Quality Rating (AQR), which puts them middle of the pack.

Hawaiian Airlines Mission statement as per their website is "To grow a profitable airline with a passion for excellence, our customers, our people, and the spirit of Hawaii." Its Vision is "To be the #1 destination carrier in the world."

Revenue :US\$2.7 billion – FY ending Dec 31st 2017 (Hawaiian Holdings, parent company of Hawaiian Airlines)

SWOT Analysis :

The SWOT Analysis for Hawaiian Airlines is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong operational and financial performance 2.Focus on the routes to and from Hawaii resulting in strong competitive advantage in the sector 3.Tailored product offering for Hawaii as a destination 	<ul style="list-style-type: none"> 1.Concentration of the business in Hawaii, and between Hawaii and the U.S. mainland 2.Delays in A320neo aircrafts to result in new route cancellations
Opportunities	Threats
<ul style="list-style-type: none"> 1.Asia to be a great source of growth 2.Expansion into the US mainland 3.Partnership with Japan Airlines (JAL) 4.Corporate tax reforms to aid spending 	<ul style="list-style-type: none"> 1.Geographical isolation and travel costs 2.Emerging competition from bellwether US mainland players 3.State of Hawaii's airport modernization plan to increase costs

PESTLE Analysis :

The PESTLE Analysis for Hawaiian Airlines is given below:

Political	Economical
1.Tense United States and China political relations 2.Nuclear threat to Hawaii by North Korea	1.Increase in real disposable personal income in United States 2.Economic growth in emerging international markets
Social	Technological
1.Returning visitors from core-market for additional experiences. 2.Increase in leisure trips and holidaying 3.Competition on customer service to avoid commoditization	1.Innovative social media campaigns for engagement 2.Wi-Fi and in-flight connectivity (IFC) becoming a necessity
Legal	Environmental
1.Potential regulatory changes in climate change emissions 2.Agreements with unions to maintain workforce stability	1.Efforts and focus on sustainable aviation

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