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AIRBUS SWOT & PESTLE ANALYSIS

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Company Name : Airbus

Company Sector : Aerospace & Defense

Operating Geography : France, Global

About the Company :

Airbus is the global leader in aerospace industry. It was established in 1998 and is headquartered in Leiden, Netherlands. It manufactures, designs, and delivers aerospace products, services and offers solutions in aerospace at a global scale. It offers a comprehensive portfolio of commercial aircrafts, helicopters, defense aircrafts and satellite systems. Airbus' core business activity is in complex systems integration and it holds market leadership in Europe in tanker, combat, transport and mission aircraft production. On July 2000, Airbus was listed on the Paris Stock Exchange. The company has over 130,000 employees in offices located in 180 locations worldwide. As of February 2022, Airbus has a market cap of \$106.90 billion, making it the world's 142th most valuable company.

As a move to become of the most sustainable aerospace company, Airbus has signed a Memorandum of Understanding (MOU) with Liquide Korea, Korean Air and Incheon International Airport Corporation to deploy hydrogen at Seoul's Incheon Airport.

Airbus USP or Unique selling proposition lies in being the international pioneer in the aerospace industry and a worldwide leader in designing, manufacturing and delivering aerospace products, services and solutions to customers on a global scale. Airbus mission is "aim for a better-connected, safer and more prosperous world."

Revenue :

49.9 billion – FY ending 31st December 2020

70.5 billion – FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for Airbus is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Strong momentum in commercial aircrafts 2.Competitive portfolio due to strong backlog 3.Strategic fields of action for ramp-up 4.Global player with leading market share 5.Reported a strong Airbus Helicopters' order in 2021 	<ol style="list-style-type: none"> 1.Lackluster performance in defense and space segment 2.Sluggish demand for helicopters 3.Compliance irregularities leading to corruption probes 4.Conflict between Airbus and Qatar Airways could harm the financial condition of the company 5.Criticism from taxpayers federation over Quebec's investment for the production of A220
Opportunities	Threats
<ol style="list-style-type: none"> 1.Growth opportunities in developed economies 2.Achieve global market leadership in defense and space segments 3.Development of Unmanned Aerial Systems (UAS) 4.Partnership with various multinational companies to introduce hydrogen ecosystem 	<ol style="list-style-type: none"> 1.Cyber Security risks 2.Stiff Competition from other global players 3.Overdependence on suppliers 4.Impact of Covid-19 pandemic

PESTLE Analysis :

The PESTLE Analysis for Airbus is given below:

Political 1.Adverse impact of Brexit due to uncertainty 2.Heightened global security threats 3.Impact of US exit from Iran nuclear deal	Economical 1.Currency fluctuations 2.Increase in air travel demand due to economic growth 3.Impact of Covid-19 pandemic on aerospace industry and supply chain
Social 1.Shortage of skilled technology labour in developed markets 2.Far reaching Corporate social responsibility initiatives	Technological 1.Digitalization of services for expansion 2.Technological innovation in space segment
Legal 1.Unavailability of Intellectual property rights to adversely affect products and services 2.Extensive Export Laws across operating zones 3.Compliance framework of Anti-Competitive laws	Environmental 1.Environmental Management System (EMS) 2.Sustainable Future targets 3.Building hydrogen engines for airlines to achieve sustainability

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We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

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