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## UNITED AIRLINES SWOT & PESTLE ANALYSIS

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**Company Name :** United Airlines

**Company Sector :** Aviation

**Operating Geography :** United States, Global

**About the Company :** United Airlines is one of the largest airlines in the United States and is headquartered in Chicago, Illinois. The airline was founded in 1926. It is the third largest airline in the world with a mainline fleet size of 777 airliners and a service capacity to cater to 362 destination airports as of 2019. The airline also offers cargo transport services along with offering auxiliary services like selling fuel, providing catering services, ground handling, and maintenance services for third parties. In late 2006, the parent company United Continental Holdings formerly UAL Corporation acquired Continental Airlines and decided to merge United Airlines and Continental Airlines. The airline operates mainly through its subsidiary United Express. The company has an employee size of more than 96,000 as of 2020 and is also one of the five founding members of the Star Alliance.

The mission statement of United Airlines reads, “to create an inclusive work environment, characterized by dignity and respect, that empowers every employee to serve the global marketplace and contribute to our success.” The vision statement of United Airlines reads, “to become recognized as an airline where: leaders embrace diversity and inclusion as a business advantage, employees feel highly valued, are actively engaged and are treated with dignity and respect and customers value our inclusive approach to delivering flyer-friendly service.” The purpose of the airline reads, “Connecting People. Uniting the World.”

**Revenue :**

US \$43.259 billion - FY ending December 31st 2019 (y-o-y growth of 4.6%)

US \$41.303 billion - FY ending December 31st 2018 (y-o-y growth of 9.5%)

US \$37.784 billion - FY ending December 31st 2017

**SWOT Analysis :**

The SWOT Analysis for United Airlines is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. One of the largest aircraft fleets</li> <li>2. Wide serviceability and reach</li> <li>3. Customer experience through loyalty program and member lounges</li> <li>4. Strong brand image through marketing and strategic alliances with other airlines</li> <li>5. Flexibility in fleet planning</li> </ul>	<ul style="list-style-type: none"> <li>1. Operational troubles because of merger of United and Continental Airlines</li> <li>2. United's leadership problems</li> <li>3. Weak work culture</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. United has pledged to raise capacity as much as 6% in the US this year,</li> <li>2. Segmentation to allow to compete for all potential customers</li> </ul>	<ul style="list-style-type: none"> <li>1. Losing market share to low cost carriers</li> <li>2. Multiple public relations disaster</li> </ul>

**PESTLE Analysis :**

The PESTLE Analysis for United Airlines is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.Impact of trade war on air travel</li> <li>2.Opposition to cooperation with Middle East carriers.</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1.Rising fuel cost</li> <li>2.Rise in air travel due to developing economies and burgeoning middle class</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1.Shortage of pilots</li> <li>2.Changing demographics and cost of travel favouring increased air transportation</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.Obviation of human pilots and transitioning towards automation</li> <li>2.Use of technology to optimize aircraft performance</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.Regulations over passenger security and safety</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.Steps taken for emission reduction</li> <li>2.Recognition by private and government agencies in the field of sustainability</li> </ol>

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