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## QANTAS SWOT & PESTLE ANALYSIS

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**Company Name :** Qantas

**Company Sector :** Aviation

**Operating Geography :** Australia, Global

**About the Company :**

Qantas Airways or Qantas is the largest domestic and international airline of Australia. The company has a strong dominance in Australian domestic market and has a presence in Americas, Asia, Europe, South Pacific and Middle East. It is headquartered in Mascot, New South Wales, Australia. 93% of Qantas employees are Australian making the company the highest employer of Australia. Qantas was founded in year 1920, by Hudson Fysh, Paul McGinness and Fergus McMaster. Qantas is an acronym for its original name - Queensland and Northern Territory Aerial Services Limited. Qantas owns 126 number of fleets making it one of the strongest and largest airline brands of Australia. Qantas is the third oldest airlines in the world and a founder of Oneworld airline alliance, constituting of 13 great member airlines. The Qantas group's business operates under various subsidiaries, mainly its airlines operations are taken care of by Qantas Airways and Jetstar airways. It has approximately 20,000 employees as of early 2022.

The USP or Unique selling proposition of Qantas airways lies in being 'the official flag carrier of Australia with largest the fleet size, international flights, and international destinations.' Qantas mission statement reads "We are Australia's leading premium airline and we are dedicated to being the best. We aim to meet your expectations every time you fly and so we continue to invest in our business and will always strive to provide you with an exceptional level of service." Qantas vision statement reads "to be a great airline that champion's the Spirit of Australia' and are: ? Together; ? Genuine; ? Inventive; ? Optimistic; and ? Experienced."

**Revenue :**

AU \$ 9.1 billion - FY ending June 30th 2022

AU \$ 5.9 billion - FY ending June 30th 2021

## SWOT Analysis :

The SWOT Analysis for Qantas is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong dominance in the Australian market</li> <li>2.Strong partnership with Emirates provides a competitive edge</li> <li>3.Strong presence in emerging markets, like Asia</li> <li>4.Strong advertisements and public relations management</li> <li>5.Continued focus towards expenditure on innovation and technology</li> </ul>	<ul style="list-style-type: none"> <li>1.Highly affected by conflicts and terrorist acts across Middle East and Europe</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Entering into the SME loyalty market</li> <li>2.Partnership with leading airlines</li> <li>3.New distribution capabilities to enhance flight experience around the world</li> <li>4.Expansion of the Qantas loyalty programs</li> </ul>	<ul style="list-style-type: none"> <li>1.Rising threats due to increasing competition</li> <li>2.Declining profits due to the impact of Covid-19</li> <li>3.Increase in fare prices due to rising fuel prices</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Qantas is given below:

Political	Economical
1.Government support to Qantas important in the cyclical airline industry	1.Liberal aviation policy by the Australian government has hurt the growth prospects of domestic airlines 2.Rising fuel prices may impact flight's fare prices
Social	Technological
1.Being Australia's national carrier, it enjoys wide public support and local customer base.	1.Investments in technology and innovation to enrich customer experience 2.Adoption of machine learning to determine best routes
Legal	Environmental
1.Involvement in lawsuits impact reputation	1.Jet fuel contributes to more than 95% of Qantas' overall emissions 2.Promoting sustainability through consumers 3.Growing use of biofuels in the aviation industry

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