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EMIRATES AIRLINES SWOT & PESTLE ANALYSIS

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Company Name : Emirates Airlines

Company Sector : Aviation

Operating Geography : UAE, Middle East, Global

About the Company : Emirates founded in 1985, is a Dubai (UAE) based global airline with operations in more than 81 countries serving 155 airports and boasting a fleet of over 270 aircrafts as of the year 2020. It is the largest airline in the Middle East and the fourth largest globally in terms of passenger volumes, operating the world's largest fleets of Airbus A380 and Boeing 777 aircrafts. It is a subsidiary of the Emirates Group which is owned and backed up by the government and the Dubai royal family. Dnata is one of the largest combined air services providers in the world, serving over 300 airlines in 35 countries. Its primary actions involve managing cargo and ground handling, catering and travel services. Emirates and Dnata are independent entities, but under common management. In 2017, Emirates was lauded as the “Best Airline in the World” in the inaugural TripAdvisor Travelers’ Choice Awards for Airlines. The airlines also bagged the Best Entertainment at the 2020 Passenger Choice Awards held during the APEX EXPO in Los Angeles.

Emirates vision statement reads “To maintain recognition internationally as being one of the leading organizations, in the business of providing aviation and security-related services and to set the benchmark for this service within the aviation industry.” Emirates mission statement reads “Emirates Group Security is committed to safeguarding all customers, staff, and assets against acts of unlawful interference through continuous review, training, and education. To implement international and all other established industry standards and practices.” The USP or Unique Selling Proposition of Emirates Group lies in flying the world's largest fleets of Airbus A380s and Boeing 777s, offering passengers the best-in-class luxury and opulence of the latest in-flight entertainment, regionally inspired cuisine, and service in the skies.

Revenue :

AED 35.5 billion - FY ending 31st March 2021 (y-o-y growth -65.8%)

AED 104.3 billion - FY ending 31st March 2020 (y-o-y growth -4.8%)

AED 109.3 billion - FY ending 31st March 2019

SWOT Analysis :

The SWOT Analysis for Emirates Airlines is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Strong growth and world class infrastructure 2. Local government support 3. Branding and sponsorship 4. Global alliances and partnerships 	<ol style="list-style-type: none"> 1. Highly priced tickets compared to competitors 2. Fall in oil prices a business paradox
Opportunities	Threats
<ol style="list-style-type: none"> 1. Dubai World Expo 2020 to be a major business opportunity 2. New Al Maktoum International airport to help in unlocking growth 3. Emergence of Dubai as a business and tourism hub 4. Untapped markets like Iran and Cuba 	<ol style="list-style-type: none"> 1. Emergence of strong competitors in the region like Etihad, Turkish Airlines and Qatar Airways 2. Accusation of subsidy benefits by rivals in the United States 3. Conflicts in the Middle East and global terror threats

PESTLE Analysis :

The PESTLE Analysis for Emirates Airlines is given below:

Political	Economical
1.Support from the Emirate of Dubai 2.Terrorism and civil unrest and political uncertainty across Europe, Middle East and African (EMEA) markets	1.Trade protectionist policies of new U.S. administration 2.Low oil price environment affecting economy and businesses
Social	Technological
1.Emiratisation strategy to recruit and retain UAE Nationals	1.Omni-channel strategy for seamless customer experience 2.Efficient passenger support systems and functions
Legal	Environmental
1.Ban on carrying electronic devices to U.S bound flights	1.Commitment to eco-efficiency through major investments and initiatives 2.Development of bio-fuels to reduce environmental impact

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