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ALASKA AIR GROUP SWOT & PESTLE ANALYSIS

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Company Name : Alaska Air Group

Company Sector : Aviation

Operating Geography : USA, Canada, Mexico and Costa Rica

About the Company : Alaska Air Group incorporated in 1985 is headquartered in Seattle and serves 44 million customers over 115 destinations in 4 countries. It operates two airlines, Alaska Airlines and Horizon. In 1932, two airlines were founded – Barnhill & McGee Airways and Star Air Service. These two airlines, along with others, merged over the years till Alaska Airlines was formed in 1944. It has the fifth highest passenger traffic among all American airlines. Virgin America has been a member of Air Group since it was acquired in 2016. In 2018, Virgin America and Alaska combined operating certificates to become a single airline, and legally merged into a single entity. Alaska Air Group had over 23,000 employees as of January 2019.

Alaska Air Group's vision is "To become the favorite airline for people on the West Coast."

Revenue :

\$8,264 million – FY ended Dec 2018 (YoY increase of 5%)

\$7,894 million – FY ended Dec 2017

SWOT Analysis :

The SWOT Analysis for Alaska Air Group is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Long track record of financial outperformance 2. Customer friendly loyalty program 3. Competitive advantage through low fare and high value model 4. Focus on continuous improvement and cost efficiency 5. Rapid progress in labor integration 6. High level of employee engagement 	<ol style="list-style-type: none"> 1. Dependency on West Coast markets 2. Integration impacting margins and financial position
Opportunities	Threats
<ol style="list-style-type: none"> 1. Popularity of social media 2. Synergy between online and offline channels 3. Opportunities in airline retailing 	<ol style="list-style-type: none"> 1. Fuel price fluctuations due to unpredictability in crude oil prices 2. Highly competitive industry 3. Loss of partner airlines 4. Disruption of operations due to system failures

PESTLE Analysis :

The PESTLE Analysis for Alaska Air Group is given below:

<p style="text-align: center;">Political</p> <p>1. Government regulations and compliance costs</p>	<p style="text-align: center;">Economical</p> <p>1. Labour costs impacting margins 2. Appreciation of the US Dollar against other major currencies</p>
<p style="text-align: center;">Social</p> <p>1. Rise of social media 2. Rising demand for passenger empowerment</p>	<p style="text-align: center;">Technological</p> <p>1. Artificial Intelligence revolutionising airline operations 2. Multiple applications of blockchain technology 3. Virtual reality for better customer engagement</p>
<p style="text-align: center;">Legal</p> <p>1. CORSIA regulations to regulate emissions 2. Addressing data privacy concerns</p>	<p style="text-align: center;">Environmental</p> <p>1. Reduction in plastic usage 2. Aircraft emission reduction through alternative fuels 3. Upgraded fleets to result in fewer emissions</p>

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