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## TURKISH AIRLINES SWOT & PESTLE ANALYSIS

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**Company Name :** Turkish Airlines

**Company Sector :** Aviation

**Operating Geography :** Turkey, Europe, Global

**About the Company :** Turkish Airlines is the flag carrier airlines of Turkey. It was established in 1933 and has its headquarters located in Istanbul in the Turkish Airlines General Management Building on Atatürk Airport. The airlines is a member of the Star Alliance network from 2008. The airlines flies domestic as well as international routes and also carries cargo. It flies to 303 locations which is the highest number of flight destinations in the world. It is also one of the youngest fleets operating in Europe.

The airlines had started its career with only 5 aircrafts, as a part of the Ministry of National Defense. By 2018, the carrier had increased the number of aircrafts in its fleet to 329. It has been declared as Best European Airline by SkyTrax four times. In 2013, it was awarded Airline of the Year. It has over 31550 employees currently on its payroll.

The mission statement of Turkish Airlines reads “To become the preferred leading European air carrier with a global network of coverage thanks to its strict compliance with flight safety, reliability, product line, service quality and competitiveness, whilst maintaining its identity as the flag carrier of the Republic of Turkey in the civil air transportation industry.” The Airline’s vision is to become an air carrier with-

- a continued growth trend over industry average
- zero major accidents/crashes
- most envied service levels worldwide
- unit costs equating with low cost carriers
- sales and distribution costs below industry averages
- personnel constantly developing their qualifications with the awareness of the close relationship between the benefits for the company and the added value that they contribute
- an entrepreneurship that creates business opportunities for fellow members in the Star

Alliance and takes advantage of the business potential provided by them

- a staff well adapted to modern governance principles by observing the best interests of not only shareholders but also stakeholders

Turkish Airline's Unique Selling Proposition (USP) is to focus on speed and punctuality without compromising quality of service.

**Revenue :**

US \$10,958 Million - FY March 2017 (y-o-y growth 11.9%)

US \$9,792 Million - FY March 2016

## SWOT Analysis :

The SWOT Analysis for Turkish Airlines is given below:

| Strengths  | Weaknesses  |
|--|---|
| <ul style="list-style-type: none"> <li>1.Record operational profitability in FY17</li> <li>2.Strong focus on brand experience</li> <li>3.Balanced revenue portfolio</li> <li>4.Investments in service quality and brand promotions</li> <li>5.Operating a young fleet</li> </ul> | <ul style="list-style-type: none"> <li>1.Limited presence in South East Asia</li> </ul>   |
| Opportunities  | Threats   |
| <ul style="list-style-type: none"> <li>1.The Istanbul New Airport</li> <li>2.Istanbul's Geographical Advantage - A Natural Hub</li> </ul>  | <ul style="list-style-type: none"> <li>1.Political tensions in the region</li> <li>2.Violence within Turkey</li> <li>3.Increasing competition from developing local airlines, as well as global giants</li> </ul> |

## PESTLE Analysis :

The PESTLE Analysis for Turkish Airlines is given below:

| Political   | Economical  |
|---|---|
| 1.Political tension in Middle East<br>2.Turkey's internal political stability | 1.Revival expected in Turkey's economy<br>2.Sharp depreciation in Turkish Lira                      |
| Social  | Technological   |
| 1.Favourable Demographics in Turkey<br>2.Increasing tourism in Middle East    | 1.Investments in in-flight media for enhancing customer experience<br>2.Focus on innovation and R&D |
| Legal   | Environmental   |
| 1.Deregulation in the aviation sector aiding growth                           | 1.Environment and fuel efficiency initiatives<br>2.Carbon emission risk management                  |

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