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## SINGAPORE AIRLINES SWOT & PESTLE ANALYSIS

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**Company Name :** Singapore Airlines

**Company Sector :** Aviation

**Operating Geography :** Singapore, Global

**About the Company :** Singapore Airlines (SIA) began with incorporation of Malayan Airlines (MSA) in 1947 but due to differences between Malaysia and Singapore, they split in 1972 and Singapore Airlines was formed. They are known for being an industry trendsetter. The airline together with its wholly-owned subsidiaries SilkAir, Scoot and Tiger Airways covers 131 destinations in 35 countries. The Singapore Airlines Group employs more than 25,000 staff as of 2016.

**Revenue :**SGD 14,869 million - FY ending 31st March 2017

**SWOT Analysis :**

The SWOT Analysis for Singapore Airlines is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Reputation of being a trendsetter in the aviation industry</li> <li>2.Capitalizing on the premium infrastructure of Singapore Changi hub</li> <li>3.Young and highly fuel efficient fleet</li> <li>4.Consistent financial performance in face of increased competition</li> </ul>	<ul style="list-style-type: none"> <li>1.Location drawback with respect to other competitors</li> <li>2.Weak presence in major markets such as North America and China</li> <li>3.Majorly reliant on international traffic</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Low cost operations by Scoot</li> <li>2.Promising growth In India</li> <li>3.Expanding its partnerships</li> </ul>	<ul style="list-style-type: none"> <li>1.Fluctuation in the Aviation turbine fuel (ATF) prices</li> <li>2.Strong competition in the region leading to overcapacity</li> </ul>

**PESTLE Analysis :**

The PESTLE Analysis for Singapore Airlines is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.Stable local political environment with strong backing for SIA by the government</p> <p>2.Political developments leading to economic uncertainty</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.Fall in the aviation turbine fuel prices</p> <p>2.Adverse currency movements</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.Shifting of consumer preferences marked by increase in disposable Income</p> <p>2.Change in consumer perspective over low cost airlines</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1.Advanced entertainment systems</p> <p>2.Young and modern aircraft fleet</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.Changes in regional and global regulatory framework</p> <p>2.Lawsuits in case of service deficiencies and pricing</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1.Strong Environmental Management System and green practices</p> <p>2.Optimal Usage of resources</p> <p>3.Supports IATA's four pillar strategy</p>

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