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AIR ASIA SWOT & PESTLE ANALYSIS

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Company Name : Air Asia

Company Sector : Aviation

Operating Geography : Malaysia, South Asia and South-east Asia

About the Company : Air Asia is the leading low cost carrier of Asia. The airline operates on 388 routes, 152 destinations in 22 countries. The company has 20000 employees. It has 24 hubs in 6 countries: Kuala Lumpur, Kota Kinabalu, Kuching, Penang, and Johor Bahru in Malaysia; Bangkok, Phuket, Chiang Mai, Krabi, U-Tapao (Pattaya) and Chiang Rai in Thailand; Jakarta, Bali, Medan, Surabaya and Lombok in Indonesia; Manila, Kalibo (Boracay) Cebu and Clark in the Philippines; Bengaluru, Delhi and Kolkata in India; and Nagoya in Japan. The business model of the company is based on low cost, which is achieved by efficient, lean and simple operations. The Air Asia Group includes Air Asia India, Air Asia Malaysia, Air Asia Philippines, Air Asia Indonesia, Air Asia Japan and Air Asia Thailand.

Revenue :

RM 10,638 million (FY 2018) (9.6% increase YoY)

RM 9,710 million (FY 2017)

SWOT Analysis :

The SWOT Analysis for Air Asia is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Low-cost business model with lean, simple and efficient operations 2.High focus on technology and innovation 3.Strong overall financial performance 4.Strong partnerships with third parties for new revenue streams 	<ul style="list-style-type: none"> 1.Air Asia faltering in markets outside Malaysia
Opportunities	Threats
<ul style="list-style-type: none"> 1.Growing aviation market in Thailand 2.Ancillary source of revenues in the airline industry 3.Growing airline retailing market providing new opportunities 	<ul style="list-style-type: none"> 1.Safety concerns and the risk of accidents in aviation 2.High competition in the southeast Asian aviation industry 3.Pilot shortage affecting Asia's travel boom

PESTLE Analysis :

The PESTLE Analysis for Air Asia is given below:

Political	Economical
1.Political campaigning and lobbying for airline routes 2.Political differences of Malaysia with India may impact Air Asia's prospects	1.Fuel price fluctuations impacting aviation market 2.Slowdown in China impacting tourism sector in South-East Asia
Social	Technological
1.Rising usage of social media in the airline industry	1.Enhancement of customer experience with technology 2.Artificial intelligence applications in the airline industry 3.Potential for blockchain in the airline industry
Legal	Environmental
1.Intellectual property issues in the airline industry 2.Data privacy concerns in airline industry	1.Sustainability in the airline industry

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