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EASYJET PLC SWOT & PESTLE ANALYSIS

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Company Name : EasyJet Plc

Company Sector : Aviation

Operating Geography : United Kingdom, Europe, Global

About the Company : EasyJet is a British low cost airline company that flies both domestic and international routes. Its headquarters are located at the London Luton airport, UK. The company was established in 1995. The company has a presence in over 30 countries through its affiliate airlines like EasyJet UK, EasyJet Switzerland, and EasyJet Europe. As of September 2019 EasyJet, operated over 1000 routes, has a fleet of more than 331 Airbus aircrafts, 96 million customers across 34 countries and 159 airports. The airline is currently the second largest budget airline in Europe based on passenger count and seventh largest airline in the world. The company has 15000 employees as per early 2020 records.

EasyJet ranks first or second brand in United Kingdom, France and Switzerland. It employs people on local contract from across seven countries in Europe. EasyJet is also engaged in trading and leasing aircrafts. The British low cost airline is listed on London Stock Exchange and is a constituent of the FTSE 100 Index. It supports a lot of local charities and has a corporate partnership with UNICEF to help vulnerable children.

EasyJet is launching a new easyJet Holidays business for the 2020 summer season. This business is expected to capture additional revenues from 97% of their leisure customers who schedule accommodation elsewhere.

The USP of the company lies in the fact that the airline is able to provide business and leisure travellers with high frequency, point-to-point services between major European airports. The airline was the recipient of Best Low-Cost Airline in Europe at the Skytrax World Airlines Awards 2019. The mission statement of EasyJet reads, “To provide our customers with safe, good value, point-to-point air services. To effect and to offer a consistent and reliable product and fares appealing to leisure and business markets on a range of European routes”. Easyjet’s vision is “Becoming Europe's preferred short haul airline”.

Revenue :

Total Net Sales:

£6,385 million – FY ending 30th September 2019(y-o-y growth of +8.3%)

£5,898 million – FY ending 30th September 2018

SWOT Analysis :

The SWOT Analysis for EasyJet Plc is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Modern aircraft fleet with unparalleled network 2.First choice brand and increasing customer loyalty 3.Strong operational efficiency leading to a low-cost model 4.Higher resilience against external factors to maintain the margins 5.First major international airline to offset all carbon emissions 	<ol style="list-style-type: none"> 1.Aggressive competition at Berlin airport and Tegel ramp-up
Opportunities	Threats
<ol style="list-style-type: none"> 1.EasyJet-Airbus MoU regarding research project on electric and hybrid aircraft 2.Launching of EasyJet Holidays Business 	<ol style="list-style-type: none"> 1.Impact of consumer uncertainty on Brexit 2.Potential disastrous impacts of Covid-19 on the aviation industry 3.Slowing growth in the European airline industry 4.Cancellation of flights for political issues such as French strikes

PESTLE Analysis :

The PESTLE Analysis for EasyJet Plc is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Transfer of ownership from UK AOC to EU AOC due to uncertainties of Brexit 2. Impact of French industrial action on pension changes 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Impact of Covid-19 on the economy and airline industry 2. Fluctuation in macroeconomic factors like fuel costs, foreign exchange, etc.
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Changing priorities for consumers to drive ancillary revenues 2. Initiatives for maintaining gender balance in the pilot community 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Continuous improvement in the digital interface like introduction of new Bag-sizer on the easyJet app 2. Introduction of new bag-scanning feature to iPhone 3. Adoption of data science and advanced analytics
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Heavy regulatory environment with three different European airlines' regulators 2. Changes in the European airspace supply controlled by ATC (Air Traffic Control) 3. Bribery charges on Airbus and EasyJet's founder 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Operating in net-zero carbon flights across network 2. Research on Hybrid and Electric 'Green' aircraft propulsion technologies

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