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WIZZ AIR HOLDINGS SWOT & PESTLE ANALYSIS

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Company Name : Wizz Air Holdings

Company Sector : Aviation

Operating Geography : United Kingdom, Europe

About the Company :

Wizz Air Holdings Plc is a United Kingdom based airline company. It was founded in the year 2003 by József Váradi. It majorly operates through its subsidiary Wizz Air Hungary based out of Budapest. The Company being an ultra-low cost business, has its work centred around no-frills travel available for everyone, everywhere at the lowest price possible, creating equal value for all passengers while remaining conscious of the environmental responsibility it holds. It is committed to achieving the lowest cost base in the Central and Eastern Europe region. Besides its choice of airports has a crucial impact on its low cost strategy. It flies to a mix of primary, secondary and regional airports, providing friendly and fast customer service for low costs, which are reflected in Wizz fares. The company is in constant negotiations to establish a network of operations at more airports. As of 2020, the airline company has 154 airports in 45 countries with more than 4,800 aviation professionals.

Wizz Air Holding's mission statement reads, "Offering more affordable travel opportunities to discover Europe and beyond." Wizz was named "The Best Low-Cost Carrier of the Year in 2019." The award was handed over at the Aviation Industry Awards Europe gala, part of Air Convention Europe 2019. The Company's USP or unique selling point lies in its low fares and #1 position in CEE.

Revenue :

EUR 2,319 million – FY ending 31st March 2019 (y-o-y increase of 19.6%)

EUR 1,939 million – FY ending 31st March 2018

SWOT Analysis :

The SWOT Analysis for Wizz Air Holdings is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Industry-leading cost base and a young best-in-class fleet 2. Strong resilience against the uncertainties of Brexit outcomes 3. Strong contribution and growth from ancillary revenues 4. Rapid and robust growth in the revenue turnover 5. Intensive investments in the staff learning & development 	<ul style="list-style-type: none"> 1. High susceptibility to the political issues like the impact of French ATC strikes 2. Issues related to baggage penalties
Opportunities	Threats
<ul style="list-style-type: none"> 1. Digitalization of the customer journey to enhance experience 2. Diversification with respect to routes over Central and Eastern Europe 	<ul style="list-style-type: none"> 1. Potential disastrous impacts of Covid-19 on the aviation industry 2. Risks of union strikes such as the Lupton baggage handlers' industrial action 3. Dependency on e-bookings increasing Information technology and cyber risk 4. Increasing competition in LCC segment

PESTLE Analysis :

The PESTLE Analysis for Wizz Air Holdings is given below:

Political	Economical
1.Impact of French Air Control strikes on the European Aviation industry 2.Exposed to global political and economic events	1.Impact of Covid-19 on the economy and Wizz Air 2.Fluctuation in macroeconomic factors like fuel costs, foreign exchange, etc.
Social	Technological
1.Launch of Wizz Air Pilot Academy Program across geographies 2.Increasing consumer spending on travel experiences	1.Digital enhancements for a better experience 2.Leveraging emerging technologies like machine learning and artificial intelligence
Legal	Environmental
1.Grant of UK route license to operate as a British Airline 2.Impact of changes in baggage policies	1.Initiatives towards minimizing carbon and noise footprints 2.Increase in the environmental efficiency by reduction in fuel consumption by the aircrafts

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Client Support:
support@swotandpestle.com