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AEROFLOT SWOT & PESTLE ANALYSIS

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Company Name : Aeroflot

Company Sector : Aviation

Operating Geography : Russia, Europe

About the Company : PJSC Aeroflot – Russian Airlines is commonly known as Aeroflot. Public Joint Stock Company “Aeroflot-Russian Airlines” is the largest airline in Russia and a major European carrier. Established in 1923, Aeroflot features amongst Russia's most perceived brands. It is one of the world's most established carriers, with a rich legacy, the most recent developments and a significant level of digitalization. Today, Aeroflot is an honor winning carrier with operational unwavering quality and notoriety for industry-driving client care confirmed by Skytrax's Four Star Airline status. Aeroflot Group includes Aeroflot – Russian Airlines, Rossiya, Pobeda and Aurora. This multi-brand strategy means the Group can expand its presence in all key market segments on both domestic and international routes. Aeroflot Group aims to sustain and grow its position as a leading global airline. Aeroflot Group is recognized by international ratings as a global leader in customer service. The Russian Government has direct ownership of 51% of Aeroflot through the Federal Agency for State Property Management, with the remaining shares being free-floating, as of March 2020, Aeroflot’s USP lies in it being one of the oldest active airlines in the world, as it was founded and operated since 1923. Aeroflot’s vision statement reads “Our goal is to be the undisputed leader in domestic and international air travel in Russia and one of the best airlines in the world, combining dynamic development, high reliability and quality of service.”

Revenue :

\$11B - FY ending December 2018

\$9.5B - FY ending December 2017

SWOT Analysis :

The SWOT Analysis for Aeroflot is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Largest Russian airline and one of the oldest of the world. 2.Strong competitive edge with regards to fleet size and age 3.Aeroflot Group operates across all segments of the aviation transportation market 4.Strong brand presence across Russia 5.Established digital infrastructure across all operational areas 	<ul style="list-style-type: none"> 1.Aeroflot's multi-brand strategy not well maintained. 2.Lack of availability in small areas.
Opportunities	Threats
<ul style="list-style-type: none"> 1.Large mature domestic market. 2.Introduction of its own LCC 	<ul style="list-style-type: none"> 1. Increased domestic competition 2.Unpredictable geo-predictable issues 3.Increasing LCC in the market

PESTLE Analysis :

The PESTLE Analysis for Aeroflot is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Putin's practice of stable governance policies in Russia 2.Geopolitical uncertainty and tensions with United States and Europe 3.Strong relations with South and Central Asian countries 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Impact of Covid-19 pandemic on economy and aviation 2.Weak oil prices impacting Russian economy and government spending
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Rise in middle-class income to increase travel and tourism 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Digital transformation driving customer experience 2.Focus on Big Data and Machine Learning technologies
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.FSB seeking to tighten regulations governing international flights 2.Outdated safety regulations in Russia and pilots lacking qualification impacting safety 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Enhancing the energy and environmental efficiency

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