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FINNAIR SWOT & PESTLE ANALYSIS

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Company Name : Finnair

Company Sector : Aviation

Operating Geography : Finland, Europe, Global

About the Company : Finnair is a network airline that specialises in passenger and cargo traffic between Asia and Europe. It was founded on 1 November 1923 by Bruno Lucander. It is headquartered in Vantaa, Finland on the grounds of Helsinki Airport. It offers package tours under its Aurinkomatkat-Suntours and Finnair Holidays brands. Helsinki's geographical location gives Finnair a competitive advantage, since the fastest connections between many European destinations and Asian megacities fly over Finland. The Finnair fleet consists of over 80 aircraft, most of which are Airbuses. Its fleet is one of the most modern in Europe which produces less emissions and offers better travel comfort on its flights. As of 2020, Finnair flies to over 100 destinations in Finland, Europe, Asia and North America via its transfer-friendly Helsinki hub. The company has been awarded a 2019 Five Star Global Airline rating by the Airline Passenger Experience Association.

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Revenue :

EUR 3,097.7 million – FY ended 31st December 2019 (y-o-y increase of 9.2%)

EUR 2,836.1 million – FY ended 31st December 2018

SWOT Analysis :

The SWOT Analysis for Finnair is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Cooperation with Oneworld partners in joint businesses 2.Implementation of artificial intelligence to come up with a pioneering forecasting solution 3.Unrivalled local network and attractive market for incoming tourism 4.Continuous focus on fuel efficiency of Finnair fleet 5.Comprehensive product portfolio allowing customers with range of choices 6.Strong operational performance and safety record 	<ul style="list-style-type: none"> 1.Alcoholism cases among Finnair's cabin crew members impacting brand
Opportunities	Threats
<ul style="list-style-type: none"> 1.Investments in the expansion of different business classes foproviding customer experience 2.Expansion of the network of airline routes and destinations (capacity) 3.Growth of tourism in the Nordics region 	<ul style="list-style-type: none"> 1.Aggressive competition in the tour industry leading to bankruptcy 2.Major impact of Covid-19 on the aviation industry and Finnair 3.Susceptibility to macroeconomic fluctuations such as foreign currency exchange rates and fuel costs

PESTLE Analysis :

The PESTLE Analysis for Finnair is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Flight cancellation due to labour disputes 2. Impact of Brexit on the cargo business 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Impact of Covid-19 on Finnair and airline industry 2. Changes in the Economic Policy such as pension premium loan
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Participation in different charters and initiatives to ensure gender balance 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Launching of digital travel services like Now/here 2. Leveraging data analytics to improve operational excellence
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Schemes & regulations for environmental protection like EU ETS 2. Labour market situations like agreements (CLAs) with the union of Finnish Cabin Crew 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Initiatives like Finnair's anti-carbon program for a carbon-free operating environment 2. Participation in the development of carbon neutral fuels

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Client Support:
support@swotandpestle.com