
S&P TEST

SWOT & PESTLE.com

FINNAIR SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. Topurchase reprints of this document, please email support@swotandpestle.com.

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.

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.

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
<ol 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 	<ol style="list-style-type: none"> 1.Alcoholism cases among Finnair's cabin crew members impacting brand
Opportunities	Threats
<ol 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 	<ol 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:

Political	Economical
1.Flight cancellation due to labour disputes 2.Impact of Brexit on the cargo business	1.Impact of Covid-19 on Finnair and airline industry 2.Changes in the Economic Policy such as pension premium loan
Social	Technological
1.Participation in different charters and initiatives to ensure gender balance	1.Launching of digital travel services like Now/here 2.Leveraging data analytics to improve operational excellence
Legal	Environmental
1.Schemes & regulations for environmental protection like EU ETS 2.Labour market situations like agreements (CLAs) with the union of Finnish Cabin Crew	1. Initiatives like Finnair's anti-carbon program for a carbon-free operating environment 2.Participation in the development of carbon neutral fuels

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **Finnair** SWOT & PESTLE Analysis is a paid report at **14.53 U.S.D.**



* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

Copyright Notice

The information provided in the SWOT and PESTLE research reports on www.swotandpestle.com are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:
support@swotandpestle.com