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OMAN AIR SWOT & PESTLE ANALYSIS

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Company Name : Oman Air

Company Sector : Aviation

Operating Geography : Oman, Middle East, Global

About the Company : Oman Air is the national flagship airline carrier of the Sultanate of Oman and an Official 4 Star Airline (Skytrax 2011). The airline is based at Muscat International Airport in Seeb, Muscat and has an international workforce of approximately 5,000 employees as of 2020. Oman Air operates a range of services within the Middle East, the Indian subcontinent, Asia and Europe. The company offers commercial charter flights that engage in the provision of air transportation and cargo handling services. Founded in 1993, Oman Air traces its roots back to 1970 when Oman International services (OIS) was established. Oman Air commenced when their Boeing 737-300 from Ansett Worldwide Aviation Services (AWAS) flew from Muscat to Salalah. The turning point in the history of Oman Air was the launch of its first long-haul operations to London Gatwick in 2007. Subsequently, the carrier expanded its network with numerous long-haul destinations in the next few years. Oman Air was awarded for the third year in the row as the “Best Airline in Europe, Middle East and Africa” at the Seven Stars Luxury Lifestyle and Hospitality Awards 2018.

Oman Air’s unique selling proposition or USP lies in being the first airline in the world to offer both mobile phone and Wi-Fi Internet services on selected routes. Its mission statement reads, “We work to be the best by benchmarking our services against the best in the industry. We are committed to constant upgrading of skills, processes and technology to operate more effectively in the given operating environment without compromising on quality and profitability.”

Revenue :

RO 523,186 million– for the year 2017 (Growth 16.37%)

RO 449,552 million– for the year 2016

SWOT Analysis :

The SWOT Analysis for Oman Air is given below:

| Strengths | Weaknesses |
|--|--|
| <ul style="list-style-type: none"> 1.Majorly owned by the Omani Government 2.Growing fleet of latest aircrafts 3.Major role in supporting commercial, industrial and tourism sector 4.Multiple recognitions and awards for luxurious service | <ul style="list-style-type: none"> 1.Participation in corporate social responsibility activities is not advertised to its advantage 2.Lower brand recognition than the Middle East airline giants 3.Does not provide annual reports as a governance best-practice |
| Opportunities | Threats |
| <ul style="list-style-type: none"> 1.Partnership with other airlines needs to be renewed 2.Fleet expansion process can be accelerated to start new routes | <ul style="list-style-type: none"> 1.Low prices offered by competitor airlines 2.Loss incurred due to grounding of 737 MAX 3.Impact on aviation industry and business due to non-operation in Covid-19 crisis 4.Fluctuating oil prices leading to economic uncertainty |

PESTLE Analysis :

The PESTLE Analysis for Oman Air is given below:

| Political | Economical |
|--|---|
| 1.Dependence on government change impacts grants 2.Political instability and civil wars in the Middle East region | 1.Covid-19 crisis impacting business and leading to suspension of aviation services |
| Social | Technological |
| 1.Generating employment for local Omani residents 2.Sponsoring sports and cultural events in Oman leading to brand popularity | 1.Digital transformation of bookings through Sindbad 2.Mobile apps for real-time cargo tracking |
| Legal | Environmental |
| 1.Aviation service agreement change will impact profit share | 1.Noise and environmental regulations for aircrafts 2.Contribution to combat climate change. 3.Initiatives to promote paperless travel experience |

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