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KOREAN AIR SWOT & PESTLE ANALYSIS

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Company Name : Korean Air

Company Sector : Aviation

Operating Geography : Incheon, Korea, Asia, Global

About the Company : Korean Airlines is the largest airline and flag carrier of South Korea based on fleet size, international destinations and international flights. The Korean airline is the largest airline of South Korea. It ranks amongst the leading 20 airlines of the world in terms of cargo as well as passengers. The airline operates mainly from the Incheon International Airport, Korea's primary international hub. The global headquarters are located in Seoul, South Korea with a satellite headquarter situated in Incheon.

The airline was started by the government of Korea in 1962 but in 1969 the company was suffering through the losses. The government decided to privatize the Korean airline. The Hanjin Group founded by Mr. Choong Hoon Cho took over the Korean Air on March 1, 1969. The global airline alliance which was formed in 2000 Korean Air is a founding member airline of SkyTeam. Korean Airline completed 50 years in the market in 2019. The company offers services in 44 countries, 125 destinations and has a Fleet size is of 169 (as of July 2019).

Revenue :

US$ 11,645 million FY ending 31st March 2019

US$10,814 million - FY ending 31st March 2018

SWOT Analysis :

The SWOT Analysis for Korean Air is given below:

Strengths	Weaknesses
1.Strong global presence with various international bases and also enjoys a robust brand reputation 2.Korean Air expanded its baggage notification services 3.High quality of services offered to passenger and freight segments 4.The airline operates a broad range of business segments	1.Scandal and wrongdoing by Cho's family may erode brand trust 2.Korean Air is involved in various legal proceedings and lawsuits
Opportunities	**Threats**
1.Expand and grab larger market share through acquisitions 2.Improve infrastructure and equipment while adopting new and advanced technologies 3.Growing tourism in Korea creates opportunity to expand operations	1.Increasing competition in Korean aviation from LCC segment

PESTLE Analysis :

The PESTLE Analysis for Korean Air is given below:

Political	Economical
1.On-going trade war between Japan and South Korea increasing trade tensions	1.Fluctuations in exchange rates creates transactional losses for international companies 2.Increasing fuel prices negatively impacts aviation sector
Social	**Technological**
1.Consumers demand increased cybersecurity and protection for their personal data 2.Korea has become an attractive tourist spot due to 'BTS Effect'	1.Increased IoT transformation in the aviation industry 2.Air maintenance defect analysis system is essential in aviation business
Legal	**Environmental**
1.Major amendments in 3 of South Korea's data privacy laws	1.Increased pressure on airlines to reduce carbon footprint and promote SDGs 2.Many airlines are adopting 'Sustainable Aviation Fuel' for their operations

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