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SCANDINAVIAN AIRLINES SWOT & PESTLE ANALYSIS

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Company Name : Scandinavian Airlines

Company Sector : Aviation

Operating Geography : Sweden, Europe, Global

About the Company :

SAS is the flag carrier of Denmark, Norway, and Sweden headquartered at SAS Frösundavik Office Building in Solna, Sweden. The airline leads Scandinavia's aviation sector by carrying 30 million passengers annually to, from, and within Scandinavia. Copenhagen, Oslo, and Stockholm constitute SAS's main hubs. The flag carriers also serve over 125 destinations in Europe, the U.S., and Asia. Spurred by a Scandinavian legacy and sustainable values, the airline endeavors to lessen its total CO2 emissions by 25% and utilize Sustainable Aviation Fuel(SAF) like biofuel in all its SAS domestic flights, by 2030. Besides airline operations, SAS volunteers ground handling services, technical maintenance, and air cargo services. Founded in 1997, Star Alliance is the largest global airline alliance, of which SAS is a founding member.

As of 2020, the airline along with its partners render 19,000 daily flights to more than 1,300 destinations around the world. SAS AB is the Parent Company of SAS and is listed on the stock exchange in Stockholm (primary listing), Copenhagen, and Oslo. The majority of its operations and assets are included in the SAS Consortium.

SAS's core strategic priorities include "acquiring Scandinavia's frequent travelers, formulate cost-effective and sustainable operating platforms, and ensure the right capabilities". The airline's vision is "To make life easier for Scandinavia's frequent flyers." "We make life easier by making time matter to travelers, to employees, and to the planet." is a promise the brand makes to its customers.

SAS's USP or Unique Selling Proposition sprawls in being a leading airline of Scandinavia maintaining the highest frequency of departures to and from the country and connect smaller regional airports with larger hubs. As part of Star Alliance, SAS flies its customers to 1300 destinations worldwide.

Revenue :

SEK 1,180 million - FY ending 31st December 2019 (y-o-y growth of +21.1%)

SEK 931 million - FY ending 31st December 2018

SWOT Analysis :

The SWOT Analysis for Scandinavian Airlines is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Diversified portfolio with quality products and offerings 2.Selling biofuel to travelers as a sustainable strategy 3.One of the world's most punctual and safest airlines 	<ul style="list-style-type: none"> 1.Split services covering most of the routes 2.Using biofuel is supposed to hike ticket fares 3.SAS pilot strikes causing significant losses
Opportunities	Threats
<ul style="list-style-type: none"> 1.SAS to double its capacity with 30 more aircrafts 2.Converting SAS into an all-airbus operator 3.Substantial Scandinavian air travel market 	<ul style="list-style-type: none"> 1.Swedish Airline becoming financially unstable due to Covid19 pandemic 2.Laying off of permanent workforce due to slumping demand 3.Bad news and widespread criticism hampering brand image of SAS 4.Severe negative impact from the pandemic

PESTLE Analysis :

The PESTLE Analysis for Scandinavian Airlines is given below:

Political	Economical
1.Frequent strikes occurring in Aviation industry	1.Fluctuating oil prices affecting airline industry. 2.Denmark and Swedish government offering aid to airlines to protect them from economic impact 3.Exposed to the fluctuations of several currencies
Social	Technological
1.Leveraging reskilling to soften impact of economic downturn	1.E-commerce being an integral part in Swedish aviation industry
Legal	Environmental
1.Strong trade unions in the Nordic countries	1.Swiftly increasing the volumes of biofuels to achieve sustainable aviation 2.Progressing toward hybrid and fully electric aircraft 3.Introduction of a new 'Eco Friendly' Aviation tax in Sweden

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Client Support:
support@swotandpestle.com