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AIR ASTANA SWOT & PESTLE ANALYSIS

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Company Name : Air Astana

Company Sector : Aviation

Operating Geography : Kazakhstan, Asia, Global

About the Company : Air Astana is the flag carrier of Kazakhstan headquartered in Almaty. The airline operates over 64 routes from Almaty International Airport and Nursultan Nazarbayev International Airport. It is a coalition between Kazakhstan's sovereign wealth fund Samruk Kazyna and BAE Systems PLC. It commenced commercial flights on 15, May 2002. In 2001, BAE System decided to take part in the proposed start-up at the request of Kazakhstan's head of state, President Nursultan Nazarbayev, to facilitate an air radar contract negotiating with the Government of Kazakhstan. Now, the Air Astana airline's fleet is the youngest in Europe and comprises 30 western made aircraft. In 2020, Air Astana harbored plans of expanding its fleet up to 43. The company's 64 routes cover most of major cities in Kazakhstan and also a number of neighboring Central Asian and Russian cities, to support its image for high standards of services and air safety compliance in the region's growing air transport markets, which the manager refers to as “Extended home market strategy”. The European services are associated with Air Astana's extensive domestic services as well as regional services in South Russia, Central Asia and China with a non-stop flight to Tehran from Almaty. The company offers 2 class services including Business and Economy with Economy Sleeper on Boeing 757 fleet. The company has 500 pilots on board with a cabin crew team consisting of 1100 flight attendants. Air Astana has won Skytrax World awards for 8 consecutive years.

Air Astana's Unique Selling Proposition or USP lies in it being recognized as the Best Airline in Central Asia and India. The company aims to build themselves as one of the finest airlines in the world by executing highest safety standard, by offering highest standard of customer services and to be a socially responsible organization.

Revenue :

\$ 898.7 million– for the year 2019 (y-o-y growth of 6.87%)

\$ 840.9 million– for the year 2018

SWOT Analysis :

The SWOT Analysis for Air Astana is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. One of the best carriers in the Central Asia region 2. Strong reputation for excellent service 3. Strong financial growth both from domestic and international operations 4. Transformational launch subsidiary, regions low-cost carrier 5. Serving fast growing market through strong operating model 	<ul style="list-style-type: none"> 1. Increase in network frequency and connectivity needed to stimulate growth 2. Disruption in business due to pandemic has resulted in liquidity loss
Opportunities	Threats
<ul style="list-style-type: none"> 1. Cooperation with governments to improve national aviation strategies in growing market 2. Venturing into cargo division in hours of strong increase in the demand 	<ul style="list-style-type: none"> 1. Volatile price of jet fuel is a concern for the firm. 2. Purchasing grounded Boeing 737 MAX can be one of the worst decisions

PESTLE Analysis :

The PESTLE Analysis for Air Astana is given below:

Political	Economical
1.Positive political will has ensured adoption of open skies policy in region 2.Global trade war is impacting the aviation industry	1.Lobbyists push governments for bail out funds and tax cuts in global economic crisis 2.Aviation sector majorly contributes to Kazakhstan's economy
Social	Technological
1.Consumer willing to spend more for inflight entertainment and ancillary	1.Robust cyber security policy to avoid reputational damage 2.Enhancements in digital platforms to improve customer experience
Legal	Environmental
1.Kazakhstan Aviation Legislation will undergo changes as per CAA International (CAAi)	1.Consistent eco-friendly combat climate change 2.Incorporating new technologies for reduction in noise generation

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