
S&P TEST

SWOT & PESTLE.com

AIR ASTANA 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. To purchase reprints of this document, please email support@swotandpestle.com.

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:

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

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

The complete report for **Air Astana** SWOT & PESTLE Analysis is a paid report at **27 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)2023 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