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BRITISH AIRWAYS SWOT & PESTLE ANALYSIS

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Company Name : British Airways

Company Sector : Aviation

Operating Geography : United Kingdom, Global

About the Company : British Airways (BA) is the flag carrier in the United Kingdom and the largest airline by fleet size. It is a global airline well known for its low year round fares and extensive global route network. Established in 1974, it is headquartered at Waterside, UK and operates mainly from the London Heathrow airport and Gatwick Airport. It has more than 45,000 employees on its rolls as of early 2019. International Consolidated Airlines Group, S.A formed in 2011 by the merger of British Airways and Iberia (Spanish flag carrier) is the parent of British Airways.

The airline was first founded in 1974 and was the result of the merger of four companies - British Overseas Airways Corporation, British European Airways, Cambrian Airways and Northeast Airlines. In 1987, British Airways changed from being a state operated airline to a private airline. The primary slogan of the airline is "To Fly. To Serve". Some other slogans also used popularly by the airline are "Upgrade to British Airways", "The World's Best Airline", "We'll Take More Care of You", and "Fly the Flag".

Their mission statement reads, "One Destination seeks to ensure our customers fly confident that, together, we are acting responsibly to take care of the world we live in". The airline has set its self the goal of becoming the world's leading global premium airline.

Revenue :

£13,290 million - FY ending 31st Dec, 2019 (year-on-year growth of 2.5%)

£13,020 million - FY ending 31st Dec, 2018 (year-on-year growth of 5.7%)

£12,226 million - FY ending 31st Dec, 2017 (year-on-year growth of 7.3%)

£11,398 million - FY ending 31st Dec, 2016.

SWOT Analysis :

The SWOT Analysis for British Airways is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong and trusted global brand identity 2.Market leader in UK with huge fleet size 3.Heathrow as a hub gives competitive edge to British Airways 4.Better IT integration with the services offered 	<ul style="list-style-type: none"> 1.Employee issues cause service disruptions 2.Disruptions due to infrastructure system issues
Opportunities	Threats
<ul style="list-style-type: none"> 1.Venturing into global operations 2.Plan4' business initiative to improve customer experience and efficiency 	<ul style="list-style-type: none"> 1.Intense competition from Middle Eastern airlines 2.Competition from high speed rail service providers

PESTLE Analysis :

The PESTLE Analysis for British Airways is given below:

<p style="text-align: center;">Political</p> <p>1.Frequent strikes from employee unions in UK affect the airline services and brand image</p> <p>2.Post Brexit, UK Airlines will lose Influence over development of European Aviation Safety Agency (EASA) legal framework</p>	<p style="text-align: center;">Economical</p> <p>1.Planned third runway at Heathrow will result shifting of airline's airport operational offices, increasing costs</p> <p>2.Low fuel prices have increased profitability for the airlines in the short term</p> <p>3.Uncertainty over Brexit impact to reduce major investments by UK carriers in the near term</p>
<p style="text-align: center;">Social</p> <p>1.Increasing perception of British airways as a Low-Cost Carrier</p>	<p style="text-align: center;">Technological</p> <p>1.Investments in technology and warehouse management system will improve customer experience and reduce costs</p>
<p style="text-align: center;">Legal</p> <p>1.Settlement payments made to employees regarding lawsuits</p>	<p style="text-align: center;">Environmental</p> <p>1.Mandate on airlines purchasing carbon pollution permits for operating in EU region.</p>

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