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CAE INC. SWOT & PESTLE ANALYSIS

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Company Name : CAE Inc.

Company Sector : Aerospace - Simulation & Training

Operating Geography : Canada, North America, Global

About the Company : CAE Inc. (formerly Canadian Aviation Electronics) is a Canadian simulation, modelling, and training company that serves airlines, aircraft manufacturers, healthcare professionals, and defence customers. The headquarters of the organisation are in Quebec, Canada. In 1947, Ken Patrick established CAE and it now has manufacturing and training facilities in 35 countries. The firm sells flight simulators and training devices to airlines, aircraft manufacturers and training centres. It has a professional services division and licences its modelling tools to a variety of market segments. In its 50 aviation training centres around the world, CAE offers airline pilot and business jet pilot training. The company provides initial and recurrency training for airlines like JetBlue as well as non-airline companies like charter and freight operators in the United States. It also runs the CAE Oxford Aviation Academy, the world's largest ab initio flight training network, with over 220 aircraft and seven campuses around the world, as well as the CAE Global Academy Phoenix and Sabena Flight Academy in Belgium. In May 2021, CAE USA and Pinnacle Solutions reported that their joint venture business, Xebec Government Services, has been awarded a contract to provide the US Army with a new and improved Maritime Integrated Training System (MITS).

CAE Inc.'s Unique Selling Point or USP lies in it being a high-tech firm that is on the cutting edge of digital immersion providing solutions to make the world a safer environment. CAE's vision statement reads, "To be the worldwide partner of choice in civil aviation, defence and security, and healthcare by revolutionizing our customers' training and critical operations with digitally immersive solutions to elevate the safety, efficiency and readiness".

Revenue :

CAD 3,623 million - FY ending 31st March 2020 (y-o-y growth 9.66%)

CAD 3,304 million - FY ending 31st March 2019

SWOT Analysis :

The SWOT Analysis for CAE Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Unique flight simulation products with 70% market share 2.Building next gen expertise through project Falcon and partnership with universities 3.World's largest aviation training network 4.Global leader in immersive synthetic training environments 5.Consistently strong financial performance 	<ul style="list-style-type: none"> 1.Business revenue highly dependent on travel and airlines 2.Exposed to credit and foreign currency exchange risk
Opportunities	Threats
<ul style="list-style-type: none"> 1.Pilots demand is forecasted to grow with high passenger trips by 2029 2.Countries are increasing budget on defence and security 3.Medical simulation market is expected to grow to \$36. Billion by 2025 due to high demand 	<ul style="list-style-type: none"> 1.Development in geopolitics creates uncertainty for aviation 2.Pandemic have created a huge setback with slowest recovery for airlines 3.Shift in skills and capabilities demanded by Airline industry

PESTLE Analysis :

The PESTLE Analysis for CAE Inc. is given below:

Political	Economical
1.Trade war has increased political risk for defence sector 2.Geopolitical conflicts to drive growth in defence training spends	1.Canadian government \$5.9 billion liquidity program for airline sector revival 2.US healthcare technology market is expected to grow by 170% to \$441 billion by 2025
Social	Technological
1.Consumers are deferring offline trainings and preferring online trainings due to pandemic	1.Enhanced technology and derived products are shaping airline training industry 2.Airlines suffering from data breaches prompt for trainings
Legal	Environmental
1.Enhanced International air authority regulations non-compliance could lead business interruption 2.Rigorous civil aviation regulations and growth in air travel to drive training market	1.Climate regulatory frameworks for aviation industry sustainability 2.Airline sector focuses on going carbon neutral

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