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EVA AIR SWOT & PESTLE ANALYSIS

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Company Name : EVA Air

Company Sector : Aviation

Operating Geography : Taiwan, Asia, Global

About the Company : EVA Airways Corporation (Evergreen Airways) is a Taiwanese international airline based at Taoyuan International Airport near Taipei, Taiwan, that serves over 40 international destinations in Asia, Australia, Europe, and North America as a passenger and dedicated cargo carrier. EVA Air is headquartered in Luzhu, Taoyuan City, Taiwan. EVA Airways Corporation was incorporated in March 1989, and operations began on July 1, 1991, with a small fleet of Boeing 767-300ER planes that offered business and economy seating. Air cargo, airline catering, ground handling, and aviation engineering services are now offered by EVA Air. EVA Air Freight, the company's cargo division, connects to the Evergreen global shipping network by sea and ground. With its main hub in Kaohsiung, Taiwan, its domestic and international affiliate, UNI Air, operates a medium and short-haul network to destinations in Taiwan, Macau, and China. EVA Air has a mixed fleet of Airbus and Boeing aircraft, with A330, A321, Boeing 777, Boeing 787, and ATR 72 (operated by UNI Air) airliners primarily used on passenger routes and Boeing 777 freighter aircraft primarily used on cargo routes. On long-haul flights, EVA Air offers three service levels: "Royal Laurel"/"Premium Laurel" (business), "Premium Economy Class," and "Economy Class." Satellite phones, audio-video on-demand (AVOD) entertainment, SMS service, and mood lighting are available in some Boeing 777 cabins (B-16718-B-16738). A short-haul business class is available on domestic and short-haul international flights. In April 2021, Eva Air received the 'Safe Travels Stamp' from World Travel & Tourism Council (UK). In April, 2021 EVA Air launched a new cargo website. The carrier used Responsive Web Design (RWD) technology to make its new website more accessible and flexible across multiple platforms. EVA designed it to provide seamless services to consumers on a variety of devices at work, at home, or on the go, such as a smartphone or tablet.

EVA Air's Unique Selling Point lies in it being the world's second-best business class product,

according to a ranking of the best foreign business class airlines and cabins. EVA Air's mission statement reads, " "Sharing the World, Flying Together"

Revenue :

NT\$ 79.60 billion - FY ending 31st Dec, 2020

NT\$ 135.62 billion - FY ending 31st Dec, 2019

SWOT Analysis :

The SWOT Analysis for EVA Air is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Recognized as a 5-star airline hence attracts business class and premium economy class travellers 2. Aggressively expanding flight network to cover more destinations and improve hub and spoke efficiency 3. Built customers' trust on safety standards 4. Continuous upgradation of facilities for staying competitive 	<ul style="list-style-type: none"> 1. Cargo revenue has seen a decline in 2019 as compared to 2018 and further dipped 2020 onwards
Opportunities	Threats
<ul style="list-style-type: none"> 1. Expanding and improving market penetration in import-export business 2. Improving medium and long-haul services by developing new generation aircrafts 3. Setting an example for Green Practices in aviation industry towards sustainability 4. Expanding business in cold chain market 	<ul style="list-style-type: none"> 1. Increasing competition in the aviation industry 2. Dependence of operational costs on fuel prices which are highly volatile 3. Impact of international trade relations on cargo transport 4. Rise in airport related costs, pushing operating costs higher and acquiring airport slots is becoming increasingly difficult 5. Global economic slowdown and travel restrictions due to COVID-19

PESTLE Analysis :

The PESTLE Analysis for EVA Air is given below:

Political	Economical
1. Trade restrictions between Taiwan and Mainland China 2. International political relations impacting international trade	1.Volatile fuel and labor spends to cost airlines dearly 2.Dependence of global or national economic slowdown on revenue
Social	Technological
1.Positive passenger perception about airline's safety 2.5-star in-flight facilities attract business class and premium passengers	1. Technological advancements in in-flight facilities 2.Advancements in aircraft and route optimization techniques
Legal	Environmental
1. Anti-trust law in Travel & Leisure industry in Taiwan 2.Labour related laws in Taiwan's aviation industry	1. Weather impacts flight schedules, delays and cancellations 2.Growing need for sustainable operations and airline's relevant policies

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