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## PHILIPPINE AIRLINES SWOT & PESTLE ANALYSIS

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**Company Name :** Philippine Airlines

**Company Sector :** Aviation

**Operating Geography :** Philippines, Asia, Global

**About the Company :** Philippine Airlines (PAL), a subsidiary of PAL Holdings, Inc., is the country's flag carrier. It is headquartered at the PNB Financial Center in Pasay, Philippines. In 1941, Philippine Airlines was founded by a group of businessmen led by Andres Soriano, one of the country's leading industrialist and it is the first and oldest commercial airline in Asia operating under its original name. It serves 31 domestic destinations and 54 international destinations in Southeast Asia, East Asia, the Middle East, Oceania, North America, and Europe from its hubs at Ninoy Aquino International Airport in Manila, Clark International Airport in Angeles, Mactan–Cebu International Airport in Cebu, and Francisco Bangoy International Airport in Davao. Philippine Airlines has a mixed fleet of Airbus and Boeing planes in operation, including the Airbus A320, Airbus A321, Airbus A321neo, Airbus A330, Airbus A350, and Boeing 777. Depending on the aircraft, Philippine Airlines offers Business, Premium Economy, and Economy classes. Their Airbus A330 and A350 aircraft have three classes, while the rest have two. As of May 2021, the PAL mainline fleet currently consists of 61 aircraft. In March 2021, Philippine Airlines reaffirmed its commitment to serving its passengers, announcing that it has already refunded more than 90% of COVID-related refund requests.

Philippines Airlines's Unique Selling Point or USP is that it manages a fleet of thirty-two modern wide-body and narrow-body passenger aircraft, making Philippine Airlines a reliable national airliner for the Philippines. Philippines Airlines' mission statement reads, "In delivering high-quality performance across 45 global quality metrics on product and service quality, Philippine Airlines has officially clinched a world-class rating".

**Revenue :**

PHP 154.5 billion - FY ending 31st December 2019 (y-o-y growth 2.65%)

PHP 150.4 billion - FY ending 31st December 2018

**SWOT Analysis :**

The SWOT Analysis for Philippine Airlines is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Only Airlines in Philippines to have IOSA accreditation and highest safety rating of 7/7</li> <li>2.One of the oldest and the first airline in Asia.</li> <li>3.Excellent customer-satisfaction records, lowest fare, and multitudes of in-flight services</li> </ul>	<ul style="list-style-type: none"> <li>1.Philippine's airlines underperformed the PH market and airline industry</li> <li>2.Faces internal labor issues due retrenchment program</li> <li>3.Unprofitable in the long-haul flight operations</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Growing tourism is expected to increase hotel revenue, diversifying in hotel industry can create value</li> <li>2.Digitalization of legacy systems can help remain market leader in next decade</li> <li>3.Focus on in-flight entertainment to drive growth going forward</li> <li>4.Philippine Development Plan 2017\2022 to boost aviation sector</li> </ul>	<ul style="list-style-type: none"> <li>1.New entrants increasing competition post liberalization and starting to capture market</li> <li>2.Impact of pandemic on aviation industry and Philippine Airlines</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Philippine Airlines is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.Fiscal and monetary recovery plan as a 4-pillar strategy by Duterte government.</p> <p>2.Rising terrorism attacks in Philippines could affect Philippine airlines' demand</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.Domestic tourism is likely to help industry recover in uncertain times</p> <p>2.Covid-19 pandemic has created impact on economy and airline industry</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.Philippines consumers are likely to focus on essentials and unlikely to buy non-essential services.</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1.Airlines can leverage technological advancements to enhance customer experience and create value</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.Civil Aviation Authority of Philippines inaugurated new passenger terminal buildings for 4 airports</p> <p>2.Rise in the excise taxes for aviation turbo jet fuel could hurt airline industry</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1.Eruption of active volcanos within Philippines can force airport's shutdowns</p> <p>2. Focusing to reduce greenhouse gas and carbon footprints</p>

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