
S&P TEST

SWOT & PESTLE.com

PHILIPPINE AIRLINES 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 : 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"> 1.Only Airlines in Philippines to have IOSA accreditation and highest safety rating of 7/7 2.One of the oldest and the first airline in Asia. 3.Excellent customer-satisfaction records, lowest fare, and multitudes of in-flight services 	<ul style="list-style-type: none"> 1.Philippine's airlines underperformed the PH market and airline industry 2.Faces internal labor issues due retrenchment program 3.Unprofitable in the long-haul flight operations
Opportunities	Threats
<ul style="list-style-type: none"> 1.Growing tourism is expected to increase hotel revenue, diversifying in hotel industry can create value 2.Digitalization of legacy systems can help remain market leader in next decade 3.Focus on in-flight entertainment to drive growth going forward 4.Philippine Development Plan 2017\20132022 to boost aviation sector 	<ul style="list-style-type: none"> 1.New entrants increasing competition post liberalization and starting to capture market 2.Impact of pandemic on aviation industry and Philippine Airlines

PESTLE Analysis :

The PESTLE Analysis for Philippine Airlines is given below:

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

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

The complete report for **Philippine Airlines** SWOT & PESTLE Analysis is a paid report at **14.53 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)2024 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