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AER LINGUS SWOT & PESTLE ANALYSIS

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Company Name : Aer Lingus

Company Sector : Aviation

Operating Geography : Ireland, Europe, Global

About the Company :

Aer Lingus is the national carrier and second largest airline of Ireland. It operates between Europe, North Africa and North America, with nearly 50 aircrafts in service as of early 2023. It was started by the Irish government in 1936 as the national carrier under the Air Navigation and Transport Act. However, during 2006 to 2015 it was privatized by the Government's decision to float the company on the Dublin and London Stock Exchanges; and it is now a completely owned subsidiary of IAG (International Airlines Group) which is also the parent Company of British Airways and Iberia. IAG group is one of the world's largest airline groups with 558 aircraft operating to 256 destinations and carrying around 94 million passengers every year. Its operational bases are Belfast-City, Cork, Shannon with hub at Dublin. Aer Lingus has its headquarters at Dublin Airport, Ireland. According to the data the total number of employees are 2,283 in Aer Lingus in 2023. Skytrax a renowned global air carrier rating organization continues to rate Aer Lingus as Ireland's exclusive 4-Star airline The Company slogan is 'Smart flies Aer Lingus'.

Aer Lingus' vision statement reads: 'Connecting Ireland to the World'. Aer Lingus's mission is to play its full role in future industry consolidation both on a regional and global scale. The brand's strategy is "To be the leading value carrier across the North Atlantic enabled by a profitable and sustainable short-haul network." The USP or Unique Selling Proposition of Aer Lingus lies in being the national carrier and second largest airline of Ireland.

Revenue :

1,668 million - FY ending 31st December 2022 (y-o-y growth of 355%)

366 million - FY ending 31st December 2021

SWOT Analysis :

The SWOT Analysis for Aer Lingus is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Expanding product portfolio via significant investments to sustain global growth 2.Alluring travellers by offering innovative services backed by significant investments and collaborations 3.Maintaining financial performance despite headwinds in the market 4.Well established, strong foothold in European market in LCC segment 5.Strong fleet capacity supporting convenient travel time and location 6.Catering a large base of passengers with quality service and impeccable experiences 	<ul style="list-style-type: none"> 1.Accused of side-stepping refund claims 2.Limited market share
Opportunities	Threats
<ul style="list-style-type: none"> 1.Entering the Trans-Atlantic Joint Business benefitting customers with new travel options 2.Adding new routes to provide essential connectivity and promote tourism 3.Sustainable jet fuel pledge to help transition to a low-carbon business model 4.The global tourism industry is expanding 5.Strategic alliances opening up new possibilities 	<ul style="list-style-type: none"> 1.Impact of COVID-19 on the aviation industry and company at large 2.Intense competition in the aviation industry

PESTLE Analysis :

The PESTLE Analysis for Aer Lingus is given below:

<p style="text-align: center;">Political</p> <p>1.Changes in ownership structure, as a result of Brexit</p> <p>2.Impact of Russia-Ukraine war on aviation industry</p>	<p style="text-align: center;">Economical</p> <p>1.Impact of fluctuations in the price of Aviation Jet Fuel</p> <p>2.Development of Dublin Airport as an international hub</p>
<p style="text-align: center;">Social</p> <p>1.Initiatives to engage girls in aviation and future study in STEM</p> <p>2.Impact of changing travel preferences</p>	<p style="text-align: center;">Technological</p> <p>1.Digital initiatives to stay relevant in the industry</p> <p>2.Supporting rapid transformation</p>
<p style="text-align: center;">Legal</p> <p>1.EU rules post-Brexit to impact ownership and control</p> <p>2.Potential lawsuits, fines and penalties</p>	<p style="text-align: center;">Environmental</p> <p>1.Sustainable aviation influencing travel demand</p> <p>2.Collaboration with regulators to control emissions</p>

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