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SYDNEY AIRPORT HOLDINGS SWOT & PESTLE ANALYSIS

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Company Name : Sydney Airport Holdings

Company Sector : Aviation, Airports

Operating Geography : Australia

About the Company : Sydney Airport Holdings is a publicly traded Australian holding company that, through Sydney Airport Corporation, owns a 100 per cent stake in Kingsford Smith Airport. The corporation is headquartered in Sydney, New South Wales, and is listed on the Australian Stock Exchange. In 2002, the Macquarie Bank paid \$5.6 billion for a 99-year lease on the airport. Macquarie Airports was a collection of trusts managed by Macquarie Group. MAp Airports changed its name to Sydney Airport Holdings in December 2011. Sydney Airport Holdings Pty Ltd is Australia-based ownership of Sydney Airport. The Company's main business is investing in airport assets. The Company's investment policy is to invest funds in compliance with the provisions of the governing documents of each of the Company's companies. Sydney Airport Limited (SAL) and Sydney Airport Trust 1 make up the company (SAT1). TCSAL(The Trust Company (Sydney Airport) Limited) is SAT1's responsible entity. It is in charge of the airport's operations, marketing, financial management, and commercial growth. Sydney is connected to a network of over 100 international, local, and regional destinations through the airport. According to Sydney Airport Holdings Pty Ltd, total passenger traffic in February 2021, was 623,000.

Sydney Airport Holdings's Unique Selling Point or USP lies in it being a major employer in NSW and contributes significantly to the local and national economy. Sydney Airport Holdings's vision statement reads, "Our vision is to deliver a world-class airport experience and foster the growth of Sydney Airport for the benefit of Sydney, NSW and Australia. Our airport is one of Australia's most important pieces of infrastructure".

Revenue :

AUS\$803.7 million - FY ending 31st March 2021 (51% decline)

AUS\$1,639.7 million - FY ending 31st March 2020 (3.5% y-o-y growth)

SWOT Analysis :

The SWOT Analysis for Sydney Airport Holdings is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong commitment towards completion of sustainability quotas 2.Beneficial and strategic geographical location of Airport 3.Major employer in Sydney and NSW, making a significant contribution to the local and national economy 4.Strong financials and a solid liquidity ratio 	<ul style="list-style-type: none"> 1.All business units are dependent on passenger volumes, low focus on customer experience feedback 2.Inefficient airline management and subdued demand causing a fall in load factors 3.High cancellation fees causing a fall in number of seats available
Opportunities	Threats
<ul style="list-style-type: none"> 1.With capital investment in ultra-long-haul aircrafts, S.A.H. can create opportunities in new destinations and increase passenger volume and trips covered 2.Opportunity to create extensive partnerships with Japan 3.Rising demand for Air Freight post pandemic 	<ul style="list-style-type: none"> 1.Aviation industry in historic loss after travel restrictions imposed due to global pandemic 2.Price Wars between airlines may cause problems

PESTLE Analysis :

The PESTLE Analysis for Sydney Airport Holdings is given below:

Political	Economical
1.Stability in Australian government and fiscal support to help in recovery 2.Tensions with China may reduce passenger volumes to Greater China	1.Global Recession can cause slow recovery for aviation/airport business
Social	Technological
1.Domestic travellers in Australia prefer road trips, buses and railways over airways 2.Travelers demand a holistic airport experience	1.Data and information security risk is prevalent in Airports 2.Airports are implementing digital transformations
Legal	Environmental
1.Airports are required to follow safety regulations to minimize employee injuries and accidents	1.Australia imposing stringent guidelines for international travel","

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Client Support:
support@swotandpestle.com