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SHANDONG AIRLINES SWOT & PESTLE ANALYSIS

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Company Name : Shandong Airlines

Company Sector : Aviation

Operating Geography : China, Asia

About the Company : Shandong Airlines is a Chinese firm that primarily provides air transportation services. The Chinese airline has a large internal network that runs from Jinan, Qingdao, and Yantai to key Chinese cities, as well as runs an international network that flies to regional Asian destinations. The company was founded on March 12, 1994, and is headquartered in Jinan, Shandong. Among the company's core operations are passenger air transportation, logistics and freight forwarding, hotel and catering services, and training. The Company also provides aviation warehouse service, ground distribution service, electronic commerce service, aircraft pilot training service, and other services through its subsidiaries. The Company's operations are mostly focused on the domestic market. Qingdao, Jinan, Yantai, Chongqing, Kunming, Xiamen, and Beijing are among its airline hubs. Shandong Airlines flies to Taiwan, Japan, South Korea, Thailand, India, and Cambodia regularly. Shandong Airlines has prioritized digitization and has set the goal of incubating digital aircraft innovations in 2022 as a part of its business strategy.

Shandong Airlines' USP lies in its being one of China's leading airlines, with a reputation for excellent cabin crew, cabin comfort, and in-flight food. The mission statement of Shandong Airlines reads, "set up air bridges, enhance customer value, and serve social development"

Revenue :

HKD 11,826 million - FY ending 31st December 2020 (y-o-y growth -45.04%)

HKD 21,516 million - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for Shandong Airlines is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. One of the best airline enterprises with civil aviation in China. 2. The business model of the company is highly diversified. 3. Relatively young aircraft fleet, with average age ~ 7 years leading to low operating costs 	<ul style="list-style-type: none"> 1. Lion's share of the revenue earned from domestic operations. 2. Liabilities of the company is primarily in US Dollars exposing it to the risks of exchange rate fluctuations
Opportunities	Threats
<ul style="list-style-type: none"> 1. China set to become the largest aviation market in the world to drive growth 2. Expansion into new international routes can provide scope for growth of the company. 	<ul style="list-style-type: none"> 1. China's air transport industry has formed a competitive landscape. 2. Expansion of high-speed rail network will impact the growth of civil aviation. 3. Covid-19 could continue to negatively impact passenger travel demand. 4. Costs of major items like aircrafts and labor have increased rapidly. 5. External environment such as natural disasters significantly impact operations of the company.

PESTLE Analysis :

The PESTLE Analysis for Shandong Airlines is given below:

<p style="text-align: center;">Political</p> <p>1. Tensed political relations between US and China will significantly impact the operations of the company.</p>	<p style="text-align: center;">Economical</p> <p>1. Due to covid-19, in 2020 the global civil aviation industry's passenger volume plunged sharply.</p> <p>2. Fluctuations in the international and domestic crude oil prices will impact the profitability of the company.</p> <p>3. Depreciation/devaluation of the RMB against the US\$ will significantly increase the company's cost.</p>
<p style="text-align: center;">Social</p> <p>1. Due to covid-19, people are refraining from travelling.</p> <p>2. China's air passenger transport is high between July and August and during Spring Festivals.</p>	<p style="text-align: center;">Technological</p> <p>1. Development of mobile flight system to drive sales.</p> <p>2. To improve operational efficiency, development of portable electronic flight bags.</p>
<p style="text-align: center;">Legal</p> <p>1. Required to abide by the Civil Aviation Law of the People's Republic of China.</p>	<p style="text-align: center;">Environmental</p> <p>1. Compliance with the requirements of the Party Central Committee and Civil Aviation Administration.</p> <p>2. Efforts and focus on sustainable aviation.</p>

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