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ALL NIPPON AIRWAYS (ANA) SWOT & PESTLE ANALYSIS

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Company Name : All Nippon Airways (ANA)

Company Sector : Aviation

Operating Geography : Japan, Asia, Global

About the Company : All Nippon Airways Group (ANA) is the largest airline in Japan and headquartered in Tokyo, Japan. The company offers air and cargo transportation, travel, ground handling and trading services through various subsidiaries. The company operates in air transportation segment by mix of full service airlines like All Nippon Airways, ANA Wings and Air Japan; and low cost carriers like Vanilla Air. The group provides airline related services, tour packages and also operates in trade and retail segment through ANA Trading Co. The company has more than 13,000 employees as of March 2017.

Revenue :¥1,791,187 million – FY 2016

SWOT Analysis :

The SWOT Analysis for All Nippon Airways (ANA) is given below:

Strengths	Weaknesses
1.Strong market presence in domestic and international services 2.Complementary Service portfolio by presence in ancillary services 3.Member of Star Alliance network	1.Decline in revenues from cargo and travel segments 2.Dependence on Japan for majority of revenues
Opportunities	Threats
1.Business expansion plan can help in identification of future growth opportunities 2.Growth in tourism in Japan due to Tokyo Olympics and Paralympic Games in 2020	1.Aging population in Japan leading of reduction in growth opportunities 2.Intense competition in both domestic and international fronts 3.Volatility in jet fuel prices which is significant operating expense for the company 4.Regulatory issues pertaining to continuing operations in both domestic and international segments

PESTLE Analysis :

The PESTLE Analysis for All Nippon Airways (ANA) is given below:

Political	Economical
1.Volatile political climate in the United Kingdom, the European Union, Middle East and Africa	1.Tight labor market and work-style reform 2.Low fuel prices have increased profitability for the ANA, but volatility remains a concern
Social	Technological
1.Shifting of consumer preferences leading to increased tourism	1.Digitization to improve customer experience 2.Technology transformation and omni-channel initiatives by ANA Systems
Legal	Environmental
1.Compliance with personal information protection regulations	1.Initiatives to become a leading eco-friendly airline

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