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IBERIA SWOT & PESTLE ANALYSIS

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Company Name : Iberia

Company Sector : Aviation

Operating Geography : Spain, Europe, Global

About the Company :

Iberia (Iberia Líneas Aéreas de España, S.A.) is a Spanish airline company headquartered in Madrid, Spain. It was founded on June 28, 1927, making it one of the oldest airlines in the world. Iberia operates scheduled flights to over 90 destinations across Europe, Africa, the Middle East, Asia, and the Americas. It is a member of the Oneworld alliance, which is one of the world's largest airline alliances, and it has codeshare agreements with several other airlines. Iberia's main hub is Madrid-Barajas Airport, and it operates a fleet of over 130 aircraft, including Airbus A319, A320, A321, A330, A340, and A350, as well as Bombardier CRJ-1000 and ATR 72-600 aircraft. The airline offers different classes of service, including Economy, Premium Economy, Business, and First Class. In addition to passenger transportation, Iberia also provides cargo services through its subsidiary, Iberia Cargo. Iberia has received several awards for its service and quality, including being named the "Best Airline in Southern Europe" by Skytrax in 2021. As of early 2023, Iberia employed over 11,400 people.

The USP of Iberia lies in it being the largest and oldest Spanish airline. Iberia's mission is to always be the best option for both leisure and business travelling.

Revenue :

2,784 million– FY ending 31st December 2021

2,259 million - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Iberia is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Largest Spanish airline and leader between Europe and Latin America 2.Three strong complimentary businesses 3.Strong backing of its parent company, IAG Group 4.Europe's most punctual airline in 2022 	<ul style="list-style-type: none"> 1.Frequent flight cancellations due to workers' strike
Opportunities	Threats
<ul style="list-style-type: none"> 1.Strategic acquisition of rival airline 2.Codeshare partnerships to facilitate network extension 3.Modern Airline Retailing program to advance customer centricity and value creation in the airline industry 4.Focus on its long-haul markets: Latin America and the United States to drive growth 	<ul style="list-style-type: none"> 1.Increase in ticket prices due to rising fuel costs 2.High competition from LCC players in Spain 3.Unionised Swissport workers strikes across Spanish airports to impact operations

PESTLE Analysis :

The PESTLE Analysis for Iberia is given below:

<p style="text-align: center;">Political</p> <p>1. Banning of flights in Russia amidst the Russia-Ukraine war</p>	<p style="text-align: center;">Economical</p> <p>1. Increasing inflation is impacting workers 2. Air transport sector a major contributor to Spanish economy</p>
<p style="text-align: center;">Social</p> <p>1. Partnership to provide flexible pricing deals 2. Higher passenger facilitation and cost competitiveness than the European average to drive tourism growth</p>	<p style="text-align: center;">Technological</p> <p>1. Implementation of virtual reality for in-flight entertainment 2. Integrating technology for overhauling of distribution processes</p>
<p style="text-align: center;">Legal</p> <p>1. Imposition of heavy penalties due to flight cancellations</p>	<p style="text-align: center;">Environmental</p> <p>1. Increasing use of SAF by the airlines 2. Commitment to achieve net-zero emission across operations 3. Initiatives to reduce wastage</p>

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