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AMERICAN AIRLINES GROUP SWOT & PESTLE ANALYSIS

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Company Name : American Airlines Group

Company Sector : Aviation

Operating Geography : United States, North America, Global

About the Company :

American Airlines Group (AAG), is a government regulated American organization founded in 1982 under the brand name AMR Corporation. Its wholly owned subsidiaries include Envoy Aviation Group, Inc. (Envoy), PSA Airlines Inc. (PSA), American Airlines, Inc. (American) and Piedmont Airlines, Inc. (Piedmont). In 2013, a subsidiary of AMR Corporation merged with US Airways Group (US Airways) and thereafter survived as a wholly owned subsidiary of AAG, where AAG was formed as a result of the merger. In 2015, US Airways Group merged with AAG, with AAG acting as the operational Group among the two. This Airlines Group provides a large network of airways and cargo both for domestic and international passengers. As of 2021, it operates in more than 350 destinations in more than 50 countries and offers an average of 6,700 flights per day. American Airlines and Qatar Airways announced in June 2022 that they are expanding their strategic alliance with a new codeshare agreement, allowing American customers to book travel on Qatar Airways flights via Doha to and from 16 new countries.

The USP of American Airlines lies in it being ranked second in terms of its brand value. Its mission statement reads "AMR Corporation is committed to providing every citizen of the world with the highest quality air travel to the widest selection of destination possible. They offer warmth and friendliness as part of their mission statement."

Revenue :

US\$ 17,337 - FY ended December 31st, 2020 (y o y growth - 62.1%)

US\$ 45,768 - FY ended December 31st, 2019

SWOT Analysis :

The SWOT Analysis for American Airlines Group is given below:

Strengths	Weaknesses
1.Strong operational network across the globe 2.One of the largest bases in international airlines 3.Quality service to international travelers.	1.Hike in operational costing due to rising infrastructural demand 2.Weakened financial status
Opportunities	Threats
1.Fluctuations in fuel prices 2.Global network of mail services and freight. 3.Improve passenger safety for post-pandemic travel	1.Cut throat competition in the aviation sector 2.Stringent laws pertaining to environment 3.Governmental interference

PESTLE Analysis :

The PESTLE Analysis for American Airlines Group is given below:

Political	Economical
1.Government exercises regulatory rules and regulations on airport operations 2.Enhanced security checking rules 3.Obligation of the Airlines to collect the federal excise tax	1.Economic recession can adversely impact the business ventures 2.Shortage in fuel supply due to unforeseen events lead to intensive fluctuation in fuel prices 3.Government support critical to aviation sector health and payroll support
Social	Technological
1.Labour remuneration is maintained at competitive level 2.Pensions and postretirement benefit adversely affect the liquidity obligations	1.Complete reliance on technology and automated systems for its operation 2.Rise in investments in order to modernize the fleet
Legal	Environmental
1.Antitrust immunized co-operation agreement signed with other air carriers 2.Regulatory Requirements increase costs of operation	1.Actions undertaken to mitigate GHG emission 2.Airlines in subject to environment norms that increase cost burden.

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