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VIRGIN ATLANTIC SWOT & PESTLE ANALYSIS

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Company Name : Virgin Atlantic

Company Sector : Aviation

Operating Geography : London, Europe, Global

About the Company :

Virgin Atlantic is a British airline with its head office in Crawley, United Kingdom. The airline was established in 1984 as British Atlantic Airways by Mr. Richard Branson. The company has a very peculiar history. Before Virgin Atlantic was incepted, Mr. Branson had one of the most successful recording firms in America, called Virgin Records. He gave up the company in order to venture into a new and growing sector at the time- Airlines. The airline, comprising of Virgin Atlantic flights and Virgin Atlantic Cargo along with Virgin Holidays is controlled by a holding company, Virgin Atlantic Limited, which is 51% owned by the Virgin Group and 49% by Delta Air Lines. Currently, the company has extended its reach to many product lines from Virgin Cola to wedding gowns and financial services. This British airline, which is headquartered in Crawley, United Kingdom, nurses a strategic vision “to ensure sustainable growth is delivering an irresistible customer experience.” It was voted #1 for UK-TATL customer satisfaction and has flown close to 5.4 million passengers as of early 2019. It has approximately 5000 employees as of 2020.

Virgin Atlantic’s mission statement is “to embrace the human spirit and let it fly”. Virgin Atlantic’s vision is “to be the most loved travel company”.

Virgin Atlantic’s USP or Unique selling proposition lies in being a premium British airline, offering luxury at affordable pricing becoming the first European carrier to offer in flight Wi-Fi across its entire fleet.

Revenue :

£2.8 billion - FY ending 31st December 2018 (Y-O-Y growth of +5.8%)

£2.6 billion - FY ending 31st December 2017

SWOT Analysis :

The SWOT Analysis for Virgin Atlantic is given below:

Strengths	Weaknesses
1.Strong brand value with top of the mind recall 2.Very innovative and unique branding and advertising by Richard Branson 3.Strong north Atlantic network 4.Joint venture with Delta 5.Improved IT and support systems	1.Failure of "Little Red" 2.Dependency on Richard Branson 3.Lack of global presence 4.Difficulty in raising capital due to Private Ownership 5.Unoptimized internal operations and supply chains may lead to inefficiencies
Opportunities	Threats
1.Relationship with Delta 2.New fleets and routes 3.A new runway at Heathrow 4.Increase business with global alliances	1.North Atlantic overcapacity 2.Clash between the Unions 3.Intense competition from Gulf and domestic operators 4.Brexit impact posed to curb traffic 5.Hurricane disruption and engine woes

PESTLE Analysis :

The PESTLE Analysis for Virgin Atlantic is given below:

Political	Economical
1.BREXIT caused political turmoil 2.Ambiguity in future trade policy 3.Government approved new runway at Heathrow	1.British currency depreciation 2.Low fuel prices and interest rates 3.Virgin Atlantic's US business bankrupted due to COVID
Social	Technological
1.Large scale ATC Strikes threat to the airline industry	1.Digital disruptions creating growth opportunities 2.Tapping the latest trends of the industry with AIR4 technology
Legal	Environmental
1.Fight between PPU and BALPA 2.Tanking alliance with Air France KLM	1.Adverse weather conditions 2.Focus on reducing CO2 emissions

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