

Air China Ltd. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Air China Ltd. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Air China Ltd. and its competitors. This provides our Clients with a clear understanding of Air China Ltd. position in the [Airline](#) Industry.

The report contains detailed information about Air China Ltd. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Air China Ltd.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Air China Ltd. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-

term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Air China Ltd. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Air China Ltd. business.

About Air China Ltd.

Air China Limited provides air passenger, air cargo and airline-related services. As of December 31, 2008, through the Star Alliance, the routes network of Air China included 160 countries and regions, as well as 961 destinations.

In addition, Air China also directly or indirectly holds interests in the following airlines: Air Macau Company Limited (51%), Air China Cargo Co., Ltd. (76%), Shandong Airlines Company Limited (22.8%), Shenzhen Airlines Company Limited (25%) and Cathay Pacific Airways Limited (17.5%).

Fleet

As of December 31, 2008, the company and Air China Cargo operated a fleet of 243 aircraft.

Segments

The company conducts its operations through four business segments, including the Airline Operations segment that comprises the provision of air passenger and air cargo services; the Engineering Services segment, which comprises the provision of aircraft

engineering services, including aircraft maintenance, repair and overhaul services; the Airport Terminal Services segment that comprises the provision of ground services, including check-in service, boarding service, premium class lounge service, ramp service, luggage handling service, loading and unloading services, cabin cleaning and transit services; and the Others segment, which includes the provision of air catering services and other airline-related services.

Significant Events

On May 8, 2009, Air China Ltd. has formed its 100th interline electronic ticketing partnership with Air Berlin plc. Some of the airlines with which the China-based carrier has this arrangement are Cathay Pacific Airways, all Star Alliance members and its major interline partners in the Americas, Europe, Asia, and Oceania.

On July 28, 2009, JSC Uralairlines has concluded an interline agreement with Air China Ltd. Under the agreement, passengers of Ural Airlines would be offered connections through Beijing with Australia, Brazil, Vietnam, Indonesia, Malaysia, South Korea, Singapore, and Japan.

On September 26, 2009, Air China and ANA will commence a code-sharing agreement on flights operated by both airlines between Beijing Capital International Airport and Tokyo's Haneda Airport.

In November 2009, Air China Ltd. and Continental Airlines, Inc. have launched frequent flyer program co-operation. Under the frequent flyer program co-operation, Air China's PhoenixMiles members will reportedly earn status mileage on all scheduled flights operated by Continental Airlines, and redeem award travel for round trips and award upgrades on all scheduled flights operated and marketed by Continental.

In November 2009, Continental Airlines Inc. has taken Air China Ltd. and Shanghai Airlines Co. Ltd. as its potential partners for establishment of joint ventures aimed at some international airlines.

History

Air China Limited was founded in 1988.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.
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ANALYSIS FEATURES

SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

Key Factors Examined by PESTEL Analysis:

Political – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

Economic – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

Sociological – What cultural and societal aspects will work upon the demand for the business's products and operations?

Technological – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

Environmental – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

Legal – What laws and legislation will exert influence on the style the business is carried out?

IFE, EFE, IE Matrices

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

Porter Five Forces Analysis

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

VRIO Analysis

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

Reputation

Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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