

# Deutsche Lufthansa AG Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Deutsche Lufthansa AG 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 Deutsche Lufthansa AG and its competitors. This provides our Clients with a clear understanding of Deutsche Lufthansa AG position in the [Airline](#) Industry.

The report contains detailed information about Deutsche Lufthansa AG 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 Deutsche Lufthansa AG. 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 Deutsche Lufthansa AG 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 Deutsche Lufthansa AG 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 Deutsche Lufthansa AG business.

## **About Deutsche Lufthansa AG**

Deutsche Lufthansa AG provides aviation services. The company operates in five segments: Passenger Transportation, Logistics, MRO, Catering, and IT Services.

### **Passenger Transportation Segment**

Passenger transportation is the core business of the Lufthansa Group. This segment includes Lufthansa Passenger Airlines, SWISS and Germanwings, as well as the equity investments in British Midland (bmi), JetBlue and SunExpress.

Competition: The company's competitors include American Airlines, Delta Airlines, Northwest Airlines, Air France-KLM and British Airways, as well as Air Berlin.

### **Logistics segment**

Lufthansa Cargo AG, a wholly-owned Lufthansa subsidiary, handles and transports airfreight. Lufthansa Cargo's field of activity extends across all three airfreight product segments: the standard segment with the td.Pro product, the express segment with td.Flash and the special segment with four competence centres for the transport of temperature-sensitive products, live animals, airmail and particularly valuable goods. In

addition, Lufthansa Cargo offers ancillary logistics services which provide a sensible supplement to the core business of airfreight.

#### Maintenance, Repair and Overhaul Services (MRO)

Lufthansa Technik is a provider of MRO for civil aircraft. The group is divided into six product divisions: Maintenance, Overhaul, Engines, Components, Landing Gear and VIP and Executive Jet Solutions. The MRO group includes 32 technical maintenance operators worldwide. The company also holds direct and indirect stakes in 56 companies. From December 2008, the company is operating under the name Lufthansa Technik Qantas Engineering. In Bulgaria, Lufthansa Technik AG set up a new aircraft overhaul company. The maintenance company Lufthansa Technik Sofia is a joint venture between Lufthansa Technik and Bulgarian Aviation Group.

**Customers:** Lufthansa Technik has approximately 660 customers worldwide. In addition to airlines and operators of VIP jets, aircraft leasing companies are included.

**Competition:** The company competes with Air France-KLM and independent MRO contractors such as ST AERO.

#### IT Services Business Segment

Lufthansa Systems is provides IT services for the airline and aviation industry. Its portfolio ranges from development of customized IT solutions to operation of computer centers. The company also offers its IT infrastructure services to other industries aside from the airline business. It has offices in Germany as well as others in 16 countries. It provides its services through five divisions: Airline Management Solutions, Passenger Airline Solutions, Airline Operations Solutions, Industry Solutions and Infrastructure Services.

**Customers:** The customer base at Lufthansa Systems includes approximately 200 airlines worldwide. The company offers a range of IT solutions covering all business processes.

**Competition:** The company's competitors in the airline IT market are Sabre Airline Solutions, EDS, SITA and Boeing with its subsidiaries Jeppesen and Carmen Systems.

#### Catering Segment

This segment serves as an airline caterer and provider of integrated in-flight solutions. The parent company in the catering business is LSG Service Holding AG, wholly-owned by Lufthansa AG. LSG Service Holding has stakes in around 124 companies worldwide and operates under the 'LSG Sky Chefs' brand.

### Service and Financial Companies

The Service and Financial Companies business segment is made up of financial and services companies which provide support for the operations of the Lufthansa Group. It includes Lufthansa AirPlus Servicekarten GmbH (AirPlus), Lufthansa Flight Training GmbH and Lufthansa Commercial Holding, where Lufthansa's financial equity investments are held. In 2008, Lufthansa sold its equity investment in the ground handling company GlobeGround Berlin GmbH, held indirectly by Lufthansa Commercial Holding, to the WISAG Group, Frankfurt/Main. Lufthansa Flight Training GmbH provides training services for airlines. AirPlus provides business travel management solutions. The company focuses on the payment and evaluation of business travel. AirPlus also has offices and subsidiaries in approximately

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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## 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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