

LAN Airlines S.A. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

LAN Airlines S.A. 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 LAN Airlines S.A. and its competitors. This provides our Clients with a clear understanding of LAN Airlines S.A. position in the Industry.

The report contains detailed information about LAN Airlines S.A. 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 LAN Airlines S.A.. 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 LAN Airlines S.A. 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 LAN Airlines S.A. 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 LAN Airlines S.A. business.

About LAN Airlines S.A.

Lan Airlines S.A. engages in the passenger and cargo air transportation services in Latin America. The company provides domestic and international passenger services in Chile, Peru, Ecuador, and Argentina.

The company carries out its cargo operations through the use of belly space on its passenger flights and cargo operations using freighter aircraft through its cargo airlines in Chile, Brazil, Colombia, and Mexico. The company also offers other services, such as ground handling, courier, logistics, and maintenance. As of February 28, 2010, it operated approximately 96 jet aircraft, including 86 passenger aircraft and 11 cargo aircraft.

PASSENGER OPERATIONS

As of February 28, 2010, the company's passenger operations were performed through five main airlines: Lan Airlines, Transporte Aereo S.A. (which does business under the name Lan Express), Lan Perú S.A. (Lan Peru), Aerolane Líneas Aereas Nacionales del Ecuador S.A. (Lan Ecuador), and Lan Argentina S.A. (Lan Argentina). The company operates both domestic and international services.

As of February 28, 2010, the company's network consisted of 15 destinations in Chile, 14 destinations in Peru, 3 destinations in Ecuador, 13 destinations in Argentina, 17 destinations in other Latin American countries and the Caribbean, 3 destinations in the United States, 1 destination in Canada, 2 destinations in Europe, and 4 destinations in the South Pacific. Within Latin America, the company has routes to and from Argentina, Bolivia, Brazil, Chile, Colombia, Cuba, the Dominican Republic, Ecuador, Mexico, Peru, Uruguay and Venezuela. The company also flies to various international destinations outside Latin America, including Auckland, Frankfurt, Los Angeles, Madrid, Miami, New York, Toronto, Papeete (Tahiti), and Sydney. In addition, as of February 28, 2010, through its various code-share agreements, the company offered service to 25 additional destinations in North America, 17 additional destinations in Europe, 27 additional destinations in Latin America and the Caribbean (including Mexico), and 1 destination in Asia.

International Passenger Operations

As of February 28, 2010, the company operated scheduled international services from Chile, Peru, Ecuador and Argentina through Lan Airlines and Lan Express in Chile, Lan Peru in Peru, Lan Ecuador in Ecuador, and Lan Argentina in Argentina.

The company's international network combines its Chilean, Peruvian, Ecuadorian, and Argentinean affiliates. It provides long-haul services out of its four main hubs in Santiago, Lima, Guayaquil, and Buenos Aires. The company also provides regional services from Chile, Peru, Ecuador, and Argentina.

The company's international operations out of Chile would be divided into four main segments: to North America, to Europe, to the rest of Latin America, and to the Pacific. Its Peruvian international operations would be divided into three main segments: to North America, Europe and to the rest of Latin America. The company's Ecuadorian international operations would be divided into three main segments: to North America, to Europe, and to the rest of Latin America. The company's Argentinean international operation consists of operations between Buenos Aires and Miami, the Dominican Republic, Sao Paulo, Lima, Bogotá, and Santiago.

Passenger Marketing and Sales

The company markets its services under the common LAN brand. Its long-haul marketing emphasizes valued by its international customers, including on-board and ground service coverage of South American markets and frequent service to overseas

gateways, such as New York, Los Angeles, Miami, Madrid, and Sydney.

Passenger Alliances and Commercial Agreements

Agreement with Colombian Airline: In May 2010, the company completed an agreement to provide technical support and service consultancy to Colombian airline Aeroasis S.A. (Aeroasis) while Aeroasis completes the process of obtaining an operating permit from the Colombian civil aviation authority.

Cathay Pacific: In May 2010, the company initiated a code-share agreement with Cathay Pacific to operate between Santiago, Chile and Hong Kong, China, through connections in Los

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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