

Qantas Airways Limited Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Qantas Airways Limited 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 Qantas Airways Limited and its competitors. This provides our Clients with a clear understanding of Qantas Airways Limited position in the [Airline](#) Industry.

The report contains detailed information about Qantas Airways Limited 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 Qantas Airways Limited. 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 Qantas Airways Limited 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 Qantas Airways Limited 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 Qantas Airways Limited business.

About Qantas Airways Limited

Qantas Airways Limited, together with its subsidiaries, provides international and domestic air transportation and related services. As of June 30, 2009, the company operated a fleet of 229 passenger aircraft and 4 freighter aircraft.

Segments

The company segments include Qantas; Jetstar; Qantas Freight; Qantas Frequent Flyer; and Jetset Travelworld Group.

Qantas: This segment represents the Qantas passenger flying businesses and related businesses. Qantas operates approximately 4,700 flights each week to 72 destinations in Australia. Qantas is Australia's iconic airline, a recognised global aviation in safety, premium long haul travel, customer service and innovation. Qantas is Australia's carrier of choice for premium leisure and corporate travelers.

The company offers A380 underpinned a broader reinvention of Qantas' inflight product offering – from the seats and curtains to the crockery and cutlery. Qantas is relocating to Terminal 3 at London Heathrow in October 2009 with a new shared British Airways Lounge available for First and Business customers, Platinum and Gold Frequent Flyers

and all Qantas Club members.

Jetstar: This segment represents the Jetstar passenger flying businesses, including Jetstar Asia and an investment in Jetstar Pacific. The Jetstar brands operate approximately 1,900 flights each week to 50 destinations in Australia, New Zealand, Asia and the United States. Jetstar offers an interline product with traditional carriers.

Qantas Freight: This segment represents the air cargo and express freight businesses. Qantas Frequent Flyer is a loyalty program with 5.8 million members. Members can earn points into their single Frequent Flyer account with approximately 400 program partners in Australia and worldwide – including car rental companies, hotels, financial institutions, restaurants and retailers – and use their points to redeem on Qantas, Jetstar and 23 partner airlines; or online at the Qantas Frequent Flyer Store, strengthened to offer approximately 1,000 products, services and vouchers.

Qantas Frequent Flyer: This segment represents the Qantas Frequent Flyer customer loyalty program. Qantas Freight Enterprises (QFE) markets the freight capacity of all Qantas and Jetstar international aircraft and a fleet of three wet-leased B747-400 freighters and one wet-leased B767-200 freighter.

Jetset Travelworld Group: This segment represents the company's investment in the Jetset Travelworld Group.

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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