

Airlines: Analysis of the impact of COVID-19 for major airlines using the SWOT framework - Issue 2 (Company Impact Report)

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Abstracts

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SUMMARY

COVID-19, commonly referred to as the Coronavirus, is dominating headlines the world over. The travel & tourism sector is suffering significant disruption and few industries have seen as much disruption as airlines.

KEY HIGHLIGHTS

The common threat to all airlines is insolvency, no matter how big or small the company is.

Demand for air travel has dropped markedly and this is reflected in the erratic share price performance for many multi-national airlines. The US government stimulus has brought about a modicum of stability but it remains to be seen how long this lasts.

A mixture of threats such as 'insolvency' and 'longer term change to travel patterns' highlights that issues can be created internally and externally. Mitigating the risks that can bring about these issues is now of paramount importance.

SCOPE

This report provides insight into what constitute strengths, weaknesses, opportunities and threats for players in the airline industry. It also provides examples of relevant companies for each SWOT element.

REASONS TO BUY

Assess the impact COVID is having on industry players

Look at the impact coronavirus is having on share prices

Understand what constitute strengths, weaknesses, opportunities and threats in this industry in the current climate

Look at real-world examples of company strategies

Contents

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Share Price Impact
SWOT Analysis
Company Focus - Strengths
Company Focus - Weaknesses
Company Focus - Opportunities
Company Focus - Threats
References

COMPANIES MENTIONED

Flybe
IATA
easyJet
IAG
Virgin Atlantic
United Airlines
Ryanair
Southwest
American Airlines
Emirates
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