

The swot of emirate group

[Finance](#), [Financial Analysis](#)



Introduction: The Emirates Group is a highly profitable business with a turnover of approximately US\$ 12 billion and over 40, 000 employees. The Group comprises of Dnata, the successful Airport Ground Services and Travel Industry division, and Emirates, the Group's rapidly expanding and award winning international airline. Emirates global network now sees it flying to over 100 destinations across 6 continents, operating a modern fleet of over 130 wide-bodied aircraft.

Today the Airline has orders worth over US\$ 58 billion for 170 more of the latest aircraft, with plans to operate to many more destinations in the months and years ahead. Essential to our continued business success as we expand will be the ongoing employment of high quality people to join our multi-cultural team of over 150 nationalities. In addition to lifestyle and tax free salary benefits, the Emirates Group also offers professional development opportunities to help employees develop new skills and grow their careers successfully. Swot Analysis

Strengths: As a competitive and globally recognized airline industry, Emirates Airline has been able to have strategic position in the global market. In fact, when Emirates Airline streamlined their business, it already had the advantage of size. With several consecutive years of multibillion profits, the company has outshined its major rival companies to become a model firm. Also, Emirates Airline's decision to focus on diversified market and by considering and entering the cargo shipping and their customer service was a courageous one, but it has led to its current position as one of the top global brands.

The firm has likewise been characterized by many analysts to have an ability to adapt to changing market conditions in order to maximize profit. Listening to and identifying with consumers has allowed Emirates Airline to construct a corporate culture that bears little resemblance to the Emirates Airline of the past. The ability to continuously renew and improve their service in the airline and aviation while effectively managing the needs of their target audience is the key to maintaining Emirates Airline's leader status and the key for succeeding in having strategic position.

Weaknesses: Not all of diversification and approach have been successful and this can be considered as one of the flaws or weaknesses of the company. Analysts have accused the company of focusing too much on their high-end acquisitions and diversification in spite of the risky effects of such decisions. it does not cater for a lot of places in the USA, middle class and budget travelers **Opportunities:** The basis for long-term competitiveness is the ability to develop continuously new generations of more advanced airline and aviation services.

Therefore one of the company's opportunities is to tap into more markets as a result of the innovations being introduced in the aviation. Localized capabilities enabling or even enhancing such co-operation will always make a difference when it comes to first-mover advantages. The opportunity to penetrate new growth markets where internet adoption still has room to go, Leveraging Emirates Airline's infrastructure business to get first choice and stronger position against rivals is also an opportunity.

They also have the opportunity to get ahead of their rival companies, and this should be the case, since the said market is a potential sizeable source

of income. The trend of considering the internet market also shows cases new opportunities for the company. Threats: Rival companies are major threats to the business. Emirates Airline, in contrast, started out in other lines of business and entered and airline capabilities of the company.

The firm's inability to keep up with innovations, or recognize its demand, creates a threat for them, a risk that they could be displaced by other industry leaders. The legal and political environment in the countries where they operate in could potentially affect the business negatively. Their apparent complacency could be used by their rival companies to their advantage, and take Emirates Airline by surprise, with the latter realizing too late that they are not the industry leader anymore