



#	STRENGTHS (+)	
1	Strong brand and reputation	
2	Extensive global route network	
3	Modern and well-maintained fleet	
4	Focus on customer service and experience	
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#	WEAKNESSES (-)	
1	Vulnerability to fuel price fluctuations	
2	High operational costs	
3	Dependence on air travel demand	
4	Potential labor disputes	
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#	OPPORTUNITIES (+)	
1	Expansion into emerging markets	
2	Growth in international travel demand	
3	Adoption of new technologies for efficiency	
4	Partnerships and alliances with other airlines	
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#	THREATS (-)	
1	Intense competition in the airline industry	
2	Economic downturns impacting travel demand	
3	Changing consumer preferences and expectations	
4	Geopolitical and regulatory uncertainties	
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