**S.W.O.T. Analysis**

**Hermes Airlines**

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| Strengths | Weaknesses |
| * Little competition in our area of operation; * Low cost flights; * Lower running costs. | * Fewer customers due to our limited zone of operation; * We will be using fewer, smaller airports; * Indirect flights will be more common. |
| Opportunites | Threats |
| * It is possible to establish a partial local monopoly; * There is plenty of room for us to expand our operation area; * It is possible to expand our services. | * If more competition appears before we expand our company in a larger area the limited number of customers can make our company unprofitable; * If we are successful a larger company could attempt to push us out of business by coming up with a better offer than us(they could work at an unprofitable rate until we are out and then raise prices); * Bad marketing/lack of marketing can mean people do not know about the company; * Fluctuating oil prices. |