

SWOT Analysis of Air France with USP, Competition, STP (Segmentation, Targeting, Positioning) - Marketing Analysis

Air France	
Parent Company	Air France-KLM
Category	International
Sector	Airline
Tagline/ Slogan	Making the Sky the best place on the Earth; France is in the air
USP	Air France has good in-flight entertainment and tie up with rail service in Paris enabling air ticket booking at railway station
Air France STP	
Segment	Upper middle class/Businessmen
Target Group	Passengers looking for luxury/comfort
Positioning	Air France services make flying the best experience for customers
Air France SWOT Analysis	
Strengths	<ol style="list-style-type: none"> 1. Air France is a very well established airline serving 270+ destinations worldwide with a fleet size of over 250 2. Air France has a strong hub at Paris-Charles de Gaulle Airport 3. Tie-up with SNCF to provide rail services at TGV station in Paris. Travelers can book air ticket, check-in for the flight at the railway station itself 4. Through the mobile site and Air France apps, all major services are available on a smart phone in 9 languages and at no extra charge 5. Good branding and marketing through TVCs print ads and sponsorship 6. Air France has a reach to over 200 international destinations 7. More than 80000+ employees are with the airlines 8. Merger of Air France and KLM has made them a powerful force in the airline industry
Weaknesses	<ol style="list-style-type: none"> 1. Intense competition means limited market share growth 2. Air France has many subsidiaries and efficiently managing them is becoming difficult
Opportunities	<ol style="list-style-type: none"> 1. Air France can capitalise on central dual hub-based network 2. Capture European sourced international traffic 3. Use SkyTeam alliance to strengthen margins 4. Improve labour relations via employee ownership programme

Threats	<ol style="list-style-type: none"> 1. Short-haul pricing pressure as competition intensifies 2. Persistently high fuel costs can reduce margins of Air France 3. Personnel cost increases despite long-term agreements in place
Competition	
Competitors	<ol style="list-style-type: none"> 1. <u>Air India</u> 2. <u>Singapore Airlines</u> 3. <u>Etihad Airways</u> 4. <u>Malaysia Airlines</u> 5. <u>Qatar Airways</u> 6. <u>Qantas Airways</u> 7. <u>Lufthansa</u> 8. <u>British Airways</u> 9. <u>Turkish Airlines</u> 10. <u>Emirates</u> 11. <u>Virgin Atlantic</u> 12. <u>United Airlines</u> 13. <u>KLM</u>

The table above concludes the Air France SWOT analysis along with its marketing strategy and brand parameters.