

BUSINESS STRATEGY & DIGITAL TRANSFORMATION



AGENDA

- ABOUT THE ORGANIZATION
- MACRO ENVIRONMENTAL ANALYSIS
- INDUSTRY ANALYSIS

TIMELINE





Founded in Berlin. Initially named Deutsche Luft Hansa Aktiengesellshaft.

Established a transoceanic route connecting Europe to South America.

Removed from the Berlin commercial register after Germany's defeat, leading to the end of activities.

Refounded with headquarters in Cologne, Germany.

Ranked 15th best airline company.

Lufthansa Group airlines serve

more than 260 destinations in 102 countries.

CORPORATE PROFILE



109,509

Employees

32,770

Total revenue €m

319

Subsidiaries and equity investments

2,286

Capital expenditure €m

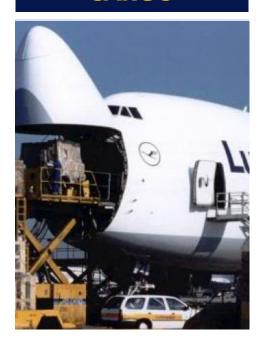
LUFTHANSA

PRODUCTS AND SERVICES

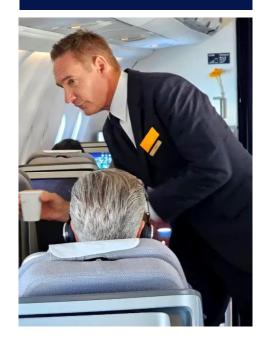
PASSENGER AIRLINES



LOGISTICS/ CARGO



CATERING SERVICES



LUFTHANSA TECHNIK



LUFTHANSA

PESTEL ANALYSIS

THREATS		OPPORTUNITIES
Regulatory changes Pandemics	P	Government stability Tax policy
Fuel Prices Economic Downturn	E	Exchange Rate Advantages Luxury Travel
Digital Disruption Remote Work Trends	S	Demographics Digitalization
Data Breaches High Technology Costs	Т	Aircraft Technology Data Security
Stringent Emission Regulations Climate Change Impact	E	Sustainable Aviation Fuel Climate Change Awareness
Labor Disputes Data Privacy	L	Consumer Protection Safety Compliance

LUFTHANSA

5 FORCES ANALYSIS

Rivalry among competitive firms



Customers' bargaining power



Suppliers' bargaining power



LUFTHANS

5 FORCES ANALYSIS

The threat of substitutes



The threat of new entrants



