



BUSINESS STRATEGY & DIGITAL TRANSFORMATION



AGENDA

- ABOUT THE ORGANIZATION
- MACRO ENVIRONMENTAL ANALYSIS
- INDUSTRY ANALYSIS

TIMELINE



1926

Founded in Berlin. Initially named Deutsche Luft Hansa Aktiengesellschaft.

1934

Established a transoceanic route connecting Europe to South America.

1945

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

1953

Refounded with headquarters in Cologne, Germany.

2022

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

PRODUCTS AND SERVICES

PASSENGER AIRLINES



LOGISTICS/ CARGO



CATERING SERVICES



LUFTHANSA TECHNIK



PESTEL ANALYSIS

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

5 FORCES ANALYSIS

Rivalry among competitive firms



Customers' bargaining power



Suppliers' bargaining power



5 FORCES ANALYSIS

The threat of substitutes



The threat of new entrants



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