

## **Malaysia Airlines Berhad - Strategic SWOT and PESTLE Insights - A 360 Review of Opportunities, Challenges and Risk, Corporate and ESG Strategies, Competitive Intelligence, and Recent Trends**

Company Report | 2024-07-12 | 92 pages | Quintel Research

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- Multi User Price \$195.00
- Enterprise User Price \$225.00

### **Report description:**

#### Report Summary

Malaysia Airlines Berhad - Strategic SWOT and PESTLE Insights - A 360 Review of Opportunities, Challenges and Risk, Corporate and ESG Strategies, Competitive Intelligence, and Recent Trends Report is a comprehensive and easily accessible overview of Malaysia Airlines Berhad's business operations. It provides a detailed analysis of the company's strategic standing, as well as its position in the industry compared to competitors. The report includes several key features to facilitate decision-making and provide insights into the company's performance.

The report begins with in-depth information about Malaysia Airlines Berhad including key insights, business segments, key executives, locations, products and services, historical events, corporate strategy, and management discussions. This section provides a solid foundation for understanding the company's key attributes.

Next, the report assesses Malaysia Airlines Berhad's strategic standing through various analyses. The ESG spotlight evaluates the company's environmental, social, and governance performance, providing insights into its sustainability efforts and ethical practices. The SWOT analysis examines the company's internal strengths and weaknesses, as well as external opportunities and threats. The PESTLE analysis evaluates the external factors impacting the company's operations and market environment. Additionally, By integrating these strategic analyses, the report offers a comprehensive understanding of Malaysia Airlines Berhad's overall strategic standing and supports informed decision-making and strategic planning.

Finally, the report includes recent news and deal activities undertaken by Malaysia Airlines Berhad enhancing awareness of the

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company's business trends, growth perspectives, and more.

## Key Highlights

Malaysia Airlines Berhad, established as Malayan Airways Limited in 1947 and headquartered in Kuala Lumpur, Malaysia, serves as the national carrier and a key player in global aviation. Operating a fleet of 15 Airbus A330-300s and 54 Boeing 737-800s, with Airbus A350 XWBs joining soon, Malaysia Airlines connects passengers to over 50 destinations worldwide, operating more than 300 flights daily. As part of Malaysia Aviation Group (MAG) and a member of the oneworld airline alliance, it offers seamless connectivity to over 1,000 destinations across 170 territories and access to 650 airport lounges globally. The airline, renowned for its Malaysian hospitality, serves both domestic and international markets, catering to diverse passenger needs across its Economy, Business, and First Class offerings.

## Malaysia Airlines Berhad in the News:-

- 01-Jul-2024 - Malaysia Airlines Hosts Inaugural Global Trade Elevation Summit 2024
- 27-Jun-2024 - Firefly Elevates Passenger Experience with Refreshed In-Flight Dining Experience and Neighbour Free Seat Options
- 24-Jun-2024 - Amal by Malaysia Airlines Set to Operate 55 Flights for 2024 Hajj Season Phase 2
- 07-Jun-2024 - Malaysia Airlines Expands Amritsar Operations, Introduces Daily Flights for Enhanced Connectivity
- 04-Jun-2024 - MuzArt International and Enrich Announce Winners of ART FLIES HIGH Competition

## Scope

- Tactical Analysis:- Various strategic frameworks to gain insights into a company's competitive position and operational environment. These analytical tools assist in identifying competitive advantages, potential risks, and areas for improvement and efficiency, enabling companies to make informed tactical decisions.
- Business Strategy:- Contributes to shaping the company's overall direction, goals, and decision-making processes, ensuring long-term success and alignment with stakeholder expectations.
- Company Fundamentals:- These fundamentals offer valuable insights into the company's history, operations, leadership, and geographical presence, aiding in a comprehensive understanding of the organization.
- Competitive Landscape:- An identification of the company's main competitors, providing insights into the competitive landscape it operates in.

## Reasons to Buy

- Comprehensive Understanding of the Malaysia Airlines Berhad's internal and external factors through SWOT analysis, PESTLE analysis and Competitors Benchmarking.
- Strive Strategic Decision Making with various analyses and identifying potential customers and suppliers.
- Mitigate Risk with help of thorough analysis of internal and external factors. Furthermore, develop strategies and contingency plans to address these challenges and minimize their impact on business operations.
- Competitive Benchmarking will help to gain a competitive advantage by understanding industry trends, customer preferences, and best practices.
- Valuable insights from the report enable investors and partners to make informed decisions regarding potential Collaborations, Investments, or Partnerships with the company.

Additionally, available deep-dive analysis on the company Malaysia Airlines Berhad:

- Malaysia Airlines Berhad Value Chain Analysis
- Malaysia Airlines Berhad Porter's Five Forces Analysis

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- Malaysia Airlines Berhad VRIO Analysis
- Malaysia Airlines Berhad BCG Analysis
- Malaysia Airlines Berhad Segmentation, Targeting and Positioning (STP) Analysis
- Malaysia Airlines Berhad Ansoff Matrix Analysis

## **Table of Contents:**

Table of Contents

Table of Contents 2

Tables 5

Charts 6

Malaysia Airlines Berhad - Key Company Facts 7

Malaysia Airlines Berhad - Company Description 8

Malaysia Airlines Berhad - Top Executives 9

Malaysia Airlines Berhad - Head Office & Locations 10

Head Office - Country 10

Malaysia Airlines Berhad - Products and Services 11

Products 11

Services 12

Malaysia Airlines Berhad - Corporate Strategy 13

Malaysia Airlines Berhad - Business Description 16

Passenger Transportation Services 16

Cargo and Logistics Services 17

Ancillary Services and Enrich Loyalty Programs 17

Malaysia Airlines Berhad - ESG Spotlight 19

Environment 20

Social 20

Corporate Governance 20

Malaysia Airlines Berhad - SWOT Analysis 22

Overview 22

Strengths 24

Weaknesses 27

Opportunities 28

Threats 30

Malaysia Airlines Berhad - PESTLE Analysis 31

Overview 31

Political Factors 33

Economic Factors 35

Social Factors 36

Technological Factors 37

Legal Factors 39

Environmental Factors 41

Competing Players 43

Snapshot of Competing Players 44

Singapore Airlines Ltd 44

Key Company Facts 44

Company Description 44

Etihad Airways PJSC 46

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Key Company Facts	46
Company Description	46
Qatar Airways Group QCSC	47
Key Company Facts	47
Company Description	47
The Emirates Group	48
Key Company Facts	48
Company Description	48
Capital A Bhd	49
Key Company Facts	49
Company Description	49
Malaysia Airlines Berhad - In the News	51
01-Jul-2024 - Malaysia Airlines Hosts Inaugural Global Trade Elevation Summit 2024	51
27-Jun-2024 - Firefly Elevates Passenger Experience with Refreshed In-Flight Dining Experience and Neighbour Free Seat Options	53
24-Jun-2024 - Amal by Malaysia Airlines Set to Operate 55 Flights for 2024 Hajj Season Phase 2	53
07-Jun-2024 - Malaysia Airlines Expands Amritsar Operations, Introduces Daily Flights for Enhanced Connectivity	56
04-Jun-2024 - MuzArt International and Enrich Announce Winners of ART FLIES HIGH Competition	56
30-May-2024 - Malaysia Airlines Strengthens Role as Main Sponsor of Football Association of Malaysia	59
27-May-2024 - Firefly Elevates Passenger Experience with Refreshed In-Flight Dining Experience and Neighbour Free Seat Options	61
09-May-2024 - Embark on a Journey of Discovery and Exploration with Malaysia Airlines and Firefly	62
02-May-2024 - MAB Engineering Services Commemorates First Anniversary with the Launch of the Nation's First Aircraft Maintenance Digital Certification	62
26-Apr-2024 - New MAB Academy and Flight Simulator Building to Strengthen Position as Premier Aviation and Hospitality Hub in the Region	65
15-Apr-2024 - Malaysia Aviation Group Strengthens Airlines Customer Support Channels	67
09-Apr-2024 - Enrich Introduces Tier Carry Forward and Mid-Tier Booster for Rewarding Travel Experience	69
21-Mar-2024 - Malaysia Aviation Group Achieves Positive Operating Profit for Second Consecutive Year, up 64% at RM889mil	70
18-Mar-2024 - MAG Set to Unveil Biggest MATTA Fair Participation Yet; MAG Arena Promises an Unmatched Experience	71
06-Mar-2024 - Malaysia Aviation Group Progresses Towards 25by2025 Goals, Achieves 50% Female Representation in Senior Management Positions	73
Malaysia Airlines Berhad - Key Deals	75
23-Jun-2024 - Malaysia Airlines and Huawei Join Hands to Expand Outbound Travel Market in China	75
07-May-2024 - Malaysia Aviation Group and the Ministry of Youth and Sports of Malaysia Unite in Support of National Sports Development Vision 2030	77
30-Apr-2024 - Tourism Malaysia And Malaysia Aviation Group Forge Strategic Partnership To Strengthen Malaysia's Tourism Industry For VMY2026	78
16-Apr-2024 - Malaysia Airlines Soars into KidZania Singapore as Official Airline Partner	80
08-Apr-2024 - Journify Fly & Stay: Elevating End-to-End Travel Experience as Spartan's Official Travel Partner	82
05-Apr-2024 - Malaysia Airlines Continues its Commercial Elevation Journey via a Strategic MHcruise Partnership with Apple Vacations and Global Cruise Lines for Seamless Air-Cruise Product	84
04-Apr-2024 - Malaysia Airlines and Sheraton Imperial Kuala Lumpur Hotel Craft Unforgettable Aidilfitri Collaboration at its Golden Lounges	85
03-Apr-2024 - Malaysia Airlines and IndiGo Sign MoU to Boost Connectivity Between Two Key Tourism Markets	87
22-Mar-2024 - Malaysia Airlines Announces Strategic Global Partnership with Manchester United; Introduces Three New Destinations and Airbus A330neo Seats	88

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13-Mar-2024 - Malaysia Airlines and Google Forge Collaboration to Boost Tourism Driven by Digitalisation	90
Appendix	91
Definitions	91
SWOT Analysis	91
PESTLE Analysis	91
Value Chain Analysis	91
ESG Spotlight	91
Research Methodology	92
Disclaimer	93
Contact Us	93

## Malaysia Airlines Berhad - Strategic SWOT and PESTLE Insights - A 360 Review of Opportunities, Challenges and Risk, Corporate and ESG Strategies, Competitive Intelligence, and Recent Trends

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