







#	STRENGTHS (+)	
1	Strong brand recognition and global presence	
2	Extensive network of destinations and routes	
3	Membership in the Oneworld alliance	
4	Strong fleet of aircraft	
5	Loyalty program (AAdvantage)	
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#	WEAKNESSES (-)	
1	High operating costs and debt	
2	Dependence on fuel prices and fuel hedging	
3	Reliance on outdated IT systems	
4	Customer perception of poor customer service	
5	Limited focus on customer experience and amenities	
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#	OPPORTUNITIES (+)	
1	Expansion into new routes and markets	
2	Growing demand for air travel	
3	Integration of new technologies (e.g., AI, data analytics)	
4	Strategic partnerships and joint ventures	
5	Expansion of ancillary revenue streams	
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#	THREATS (-)	
1	Intense competition in the airline industry	
2	Fluctuating economic conditions and fuel costs	
3	Regulatory changes and compliance requirements	
4	Disruptions from natural disasters and geopolitical events	
5	Labor disputes and strikes	
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