

# **THE BATTLE FOR LOGAN AIRPORT: AMERICAN AIRLINES VS JETBLUE (A)**

# INTRODUCTION

**The strategic study examines the airport market duel between American Airlines and JetBlue at Logan International Airport. The strategic battle demonstrates the essential difficulties which businesses encounter regarding positioning their markets together with pricing decisions and implementing loyalty programs.**

# MARKET COMPETITION

**Since JetBlue entered the competitive airline market American Airlines maintained its position as a legacy carrier while facing rising competition against the low-cost airline with its affordable prices and friendly service. The entry of JetBlue into the Boston market directly threatened American Airlines so it needed to restructure its pricing systems while improving its service capabilities.**

# STRATEGIC RESPONSES

**American Airlines launched various price reduction strategies alongside loyalty programs as JetBlue expanded its market presence. JetBlue posed a competitive challenge to American Airlines because its distinctive customer benefits including exceptional service alongside entertainment features and reasonable fares.**

# CONCLUSION

**A perfect example of industry disruption emerges from the competition between American Airlines and JetBlue at Logan Airport. The case study functions as an important tool for examining competitive strategies and customer-oriented market adaptation throughout the airline industry.**

# RECOMMENDATION

**This case is just a sample partail case solution. Please place the order on the website to order your own orignally done case solution.**

**Resource: Visit [thecasesolution.com](https://thecasesolution.com) for detailed analysis and more case studies.**