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JETBLUE AIRWAYS: DEICING AT LOGAN AIRPORT



INTRODUCTION

This case analysis examines how JetBlue Airways managed operational problems when severe winter weather conditions hit Logan International Airport during deicing procedures.


Demands of inclement weather especially ice and snow conditions caused JetBlue Airport operations to stagnate resulting in broad flight cancellations throughout the system.





DEICING CHALLENGE


Logan Airport posed major difficulties for JetBlue when they tried to manage their deicing operations. Every time unanticipated snowstorms hit together with insufficient planning the airline faced delays in deicing its aircraft which produced prolonged aircraft grounding.





IMPACT


The deficient deicing management by JetBlue triggered a chain reaction of air travel delays which angered JetBlue passengers and negatively affected its corporate image. Many customers had to wait at the airport because ice accumulation caused numerous flights to stay on the ground.





CONCLUSION

Operational resilience and crisis management receive important education through the JetBlue deicing crisis at Logan Airport. Airlines that implement planned operational developments will reach greater operational efficiency while reducing inconvenience to passengers and keeping positive affiliations intact.





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.

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