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NOW YOU SEE IT, NOW YOU DO NOT: THE CASE OF JET AIRWAYS AND ITS ACCOUNTING POLICIES



INTRODUCTION


The failure of Jet Airways came as a shock to the stakeholders combating over issues of its solvency, strategies, and restoration practices. After India's premier private airline, Jet Airways has turned into a cautionary tale of inefficiency and corporate secretive accounts.





BACKGROUND


Jet Airways used to be one of the most luxurious and efficient Airlines in the Indian market. But overexpansion, increase in costs and competition hurt its financial structure. The situation was made worse by the Airline's accounting policies which masked the actual position of the organisation.





REVENUE RECOGNITION


Jet Airways at times entered the revenue before the correct time of occurrence, in this case distorting the revenue with real ticket sales and service delivery.





CONCLUSION

In retrospect Jet Airways' case becomes an important lesson for business around the globe. Introducing a highly ethical and transparent form of accounting can help to avoid such corporate failures. You will find this detailed case solution and many others at thecasesolutions.com.





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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