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# *JetBlue Airways: Starting from Scratch*





# *Introduction*

**JetBlue Airways which started in 1999 by David Neeleman was launched under the mission of changing the customer's attitude towards cheap airline service. The "JetBlue Airways: The "Starting from Scratch" case solution at [thecasesolutions.com](http://thecasesolutions.com)**





# *Low-Cost Strategy*

**As with most aspects of JetBlue's business model, value was created through a combination of efficiency and quality on the operational side paired with friendliness and professionalism on the customer facing side. What JetBlue did not do was mimic the next logical evolution of the low-cost player**





# *Customer focus*

**In order to reduce cost while at the same time improving customer service, JetBlue focused on technology and right staffing. For instance, its paperless cockpit known project brought significant costs cutting measures that enhanced pilot functionality.**





# Conclusion

The following observation can therefore be made from the JetBlue airways case; the new entrance in the aviation industry requires the formulation of a market position where both cost leadership and product differentiation can be achieved.





# Resource

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