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# *JetBlue Airways IPO Valuation*

# Introduction

In 2002 JetBlue Airways, a low cost airline that focused on both customer satisfaction and the use of technology as a strategic weapon, planned to launch its shares at the stock market. The IPO was issue at a very bad time and more so, especially after the September 11 incidents on the airline business.

# *Approach*

The IPO share valuation of JetBlue also presented a great challenge to the analysts since more than industry risks had to be factored in apart from the potential growth of JetBlue. The case solution on the tobacco company available at [www.thecasesolutions.com](http://www.thecasesolutions.com)

# *Major Issues*

Several issues became a concern after the JetBlue IPO launch; they included fluctuating fuel prices, regulations' constraints as well as the economic instabilities. The case also examines the effect that these factors might have on JetBlue's appraisals of profitability after IPO.

# Conclusion

This JetBlue Airways IPO Valuation case solution gives a clear analysis of the business opportunity from the side of investor's view. That way, the solution embraces the aspects of the industry understanding, including its financial indicators and risks, as well as the most perspective opportunities for growth.

# Our Mission

This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.

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