



TheCaseSolutions.com

Number 1 in case studies solutions

JetBlue Airways

Introduction

JetBlue Airways contracted as an important participant in the aviation business in United States of America will be extensively praised for its customer-oriented vision and unique strategic management. Notwithstanding this, the airline has experienced some of its main challenges such operational disruptions, competition, and financial constraints.



Issues being

There were some operational challenges that affected JetBlue Airways operation most especially in cases of course cancellations and delays occasioned by poor weather conditions. Also, the cost of fuel and more importantly the cost of maintenance services were other sources of pressure.

strategic solutions

The case solution reflects the key issues advising JetBlue should pay close attention to issues of operational management and growth of customer satisfaction. By getting better technology solutions for instance in weather forecasting, mobile apps to help passing details to passengers JetBlue will be in a better position to minimize hitches.

Conclusion

This paper argues that to deal with challenges currently facing JetBlue Airways, this organization must embrace operational efficiency, cost reduction and strategic growth. The suggested solutions in the case allow an airline to retain its competitive advantage and guarantee high customer traffic with consideration of its financial and logistical problems.

Resource

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

Resource: visit thecasesolution.com for detailed analysis and more case studies.