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# JETBLUE CASE





# INTRODUCTION

This paper presents a detailed evaluation of JetBlue's strategic management concerns and prospects in a rather oligopolistic business field. JetBlue started as a marketing company with customer-oriented service, and it achieved good results on the market, which proved the company's flexibility, but the problems it encountered challenged its operational and strategic abilities. It is in this regard that this article seeks to explain the challenges faced by JetBlue and how the company came up with solutions to sustain the attained competitiveness.





# BACKGROUND



JetBlue Airways, one of the popular LCCs, has established itself on the grounds of its `customer-first' philosophy and smooth operational strategies. But the competition proved stiff due to several challenges which affected the company such as high fuel prices, High operational costs and stiff competition from other LCCs. Such issues compelled JetBlue to engage in reflection regarding the organization's strategic position and its business model.



# SOLUTION STRATEGIES

Operational Improvements: Many attributes to JetBlue's operational mechanism started being redesigned and upgraded; these included, the technology, scheduling systems, and overall flight operations. These improvements sought to eliminate downtimes and at the same time add value to the prospects' experience.

A decorative graphic of a liquid splash, possibly water or oil, with vibrant rainbow colors (red, orange, yellow, green, blue, purple) and a dark, almost black, background. The splash is positioned at the top of the page, with a large, curved shape on the left and a smaller, more intricate shape on the right.

# CONCLUSION

The following discussion in the JetBlue case study reflects the aspects of strategic fit and operational tentacles in airline industry. Regarding the second dimension, mainly the operational issues and the proper implementation of cost control policies, JetBlue demonstrated it is capable of responding effectively to turbulent conditions and consolidate its status as one the most efficient LCCs. The case makes it quite clear as to how the need to adapt as well as innovate is paramount in contemporary business world.

# RESOURCE



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