

The mission and vision: southwest and jet blue airlines essay

[Environment](#), [Air](#)



This paper outlines the formation of a vision statement, the mission and the values that JetBlue and Southwest airlines embrace. A firm can initiate strategic management once it forms a mission statement. That statement allows firms to aspire to its potential while bearing in mind what it wants to avoid as it successfully grows. JetBlue and Southwest airlines mission has been primarily to govern the way they conduct business and the desire to serve customers and give direction to make service related decisions.

This paper will concentrate on the differences and similarities of Southwest and Jet Blue airliners mission statements, the quality of each mission statements based on concepts from the textbook, clearly defining whether the mission statement clearly defines organization and drives strategic decision, provide recommendations for improving the quality of the current mission statement and to discuss the vision for each airline.

The Mission and Vision: Southwest and Jet Blue Airlines

Mission Statement Similarities and Differences: In my analysis of the similarities between Jet Blue and Southwest airlines, I observed that both companies are committed to delivering the highest quality of customer service. Jet Blue and Southwest airlines have expressed to continually meet the expectations of their valued customers. In addition to quality customer service both airlines have addressed their pledge to provide safe, affordable, reliable and courteous air transportation.

Finally, these two airlines parallel one another to their patrons with the basic understanding of how they operate and to have confidence with the airline

and the employees. The difference between Jet Blue and Southwest airlines is in lieu of a mission statement; Jet Blue is reflected in its core values. These five core values focus on safety, caring, integrity, fun and passion. Of the five core values fun and passion were two that I did not see mentioned in Southwest airlines mission statement.

Jet Blue explains that the fun in their core values exhibits a sense of humor and the ability to laugh at self; add personality to the customer experience and demonstrate enthusiasm for the job. The passion in Jet Blues core values strive to meet the diverse needs of crewmembers and customers; champion team spirit; and crave to deliver superior performance.

Quality of the mission statement and core values: The quality of Jet Blues core values in contrast to Southwest's mission statement was unquestionably a more desirable statement of what a company's existence should be. Further research addresses my logic behind Jet Blues distinctive quality of being the better of the two. Jet Blue is one of only a few domestic airlines that don't charge for the first checked bag, Jet Blue has a Customer Bill of Rights that provides compensation for long delays and the JetBlue Promise, which offers a refund for people who lose their jobs.

In relation of each airlines mission to the concepts in the book, both airline statements covered the organizational goals listed on pg. 8 of Modern Management Concepts and Skills, however, Jet Blues core values in my view did a better job. Defining Organization and Strategic Decisions: Jet Blues core values clearly define the organization, beginning with the CEO David

Neelman whose strategic moves produced the best outcome in the areas of maintenance, total operating expenses, and benefits. Southwest airlines statement positively spells out efficient operations strategy that forms an important pillar of its overall corporate strategy which consists of operational cost and efficiency, customer service, employee labor relations, operational costs and efficiency.

Recommendations to the leadership: My recommendations for both companies are to keep employee job satisfaction and workplace environment number 1 priority, provide open forums for employee concerns Understand that happy employees= happy customers and continue to market Southwest and Jet Blue as concerned about customer satisfaction and safety.

The Vision: JetBlue's 2005 annual report features a quotation from then-CEO David Neeleman that serves as a summation of company vision: " As JetBlue continues to grow, we know our commitment to friendly, helpful service, combined with amenities customers want, will continue to keep JetBlue #1 in the eyes of our customers" (" JetBlue Annual Report," 2005).

That statement reads well within that six year-old annual report. JetBlue has grown substantially since 2005 and Neeleman since has been replaced by Dave Barger as CEO (" JetBlue Annual Report," 2010). Barger could expand on the Neelman's vision and offer the following vision in 2011:

JetBlue's vision is one of continual emphasis on providing competitive rates for customers for all of our destinations. We will strive to maintain our

industry-standard lowest cost-per-mile, and will continually seek new strategies and technologies that keep down the costs for every one of our flight routes. We foresee JetBlue as a value-driven leader, understanding that as a lower-cost carrier we will surpass customer expectations by offering noticeable amenities such as wider seats and satellite radio channels to improve the in-flight journey.

As JetBlue continues to expand into new regional markets, it won't need to change its vision or mission statements so long as the company remains true to being a low-cost carrier that strives to provide on-time service with the most competitive airfares in the industry.

Southwest does not have a vision statement, but has a mission dedicated to their employees. " We are committed to provide our Employees a stable work environment with equal opportunity for learning and personal growth. Creativity and innovation are encouraged for improving the effectiveness of Southwest Airlines.

PART II Jet Blue Air and Social Responsibility: Jet Blue not only commits to air travel, they also have a responsibility to the world below their wings is to better the lives of our customers, crewmembers and communities. This commitment to corporate social responsibility is how we do business every day. Beyond just raising cause awareness, we're dedicated to developing meaningful charitable partnerships, supporting the communities in the cities we serve, and creating volunteer experiences for our crewmembers and customers. We work closely with partners and organizations to create

programs that fully engage our resources, and connect our communities within the areas of Youth & Education, Community and the Environment.

Jet Blues activities to social responsibility are admissible. The focused areas are undoubtedly appropriate. Jet Blues scope of social responsibility reflects on the diverse interests and core values of their business. They are constantly striving to enrich the lives of others every day and to sustain the environment for future generations.

SWOT Analysis: Jet Blue has a number of internal strengths. One of these strengths is the unique relationship that the company has enjoyed virtually since its inception with its employees. One of the reasons that Jet Blue has been able to keep costs low and profits high involve the fact its employees are particularly efficient. The other strength is they follow the low cost strategy of Southwest Airlines but differentiate themselves by facilitating customer with entertainment stuff.

One of the biggest weaknesses which affects me personally is that Jet Blue is a relative new company has not been in the market long enough to effectively establish itself in all 50 states and in many more countries. I live in Atlanta and Jet Blue does not fly in Georgia. The other weakness, it was found in an audit that the company showed signs of material weakness in controlling their financial reporting.

The opportunities that exist with this company is that although the airline industry as a whole is declining, JetBlue continues to show profit and therefore shows an opportunity in quick expansion and possible market

share. Jet Blue has also just announced the plan of an entertainment facility that will allow you to shop and eat at a variety of retailers and restaurants.

The threat still remains since the attacks of September 11th; the industry has decreased tremendously as people are afraid to fly even 12 years later. The second risk is the constant rising of fuel costs.

Recommendation for Weakness and Threats: My first recommendation would be to spend time on researching the controlling of the financial reports to resolve the problem of the material weakness. The threat of terrorism and fuel costs are uncontrollable there is no bigger picture to understand the “strategy” of your opponent and counteract with your “strategy” therefore Jet Blue should just continue to operate and continue to commit to its customers.