

Jetblue case study

Business



Aside from Southwest Airlines, Getable was the only company who had been able to keep its books positive while the United States had undergone a terrorist attack and all other companies were reporting losses. Song Airline was a low cost carrier subsidiary of Delta Airlines that started in 2003. It was formed to compete with Getable and other low cost airlines for the Florida market. Summary of the Case Low-Cost Carriers have changed the way people fly and altered their expectations for air travel.

Most followed the same Low-Cost Carriers' formula: "high quality, low-fare air travel" whose target market is "Price conscious-leisure travelers".

Like many businesses, competitive rivalry is a normal situation. Getable and Song are one of those many. Since both are Low-Cost Carriers with the same goal, they almost offer the same thing to their market. What makes them different from each other is how they step up their game. Both Getable and Song offer additional commodity to their flights along with their low-fare air travel.

For instance, Getable offers free live satellite with 24 channels at each seat.

And as a response, Song offers personal touchstones video monitors at each seat. As direct competitors, Getable and Song are expected to closely monitor each other and continuously give responses to each other's advances in an attempt to decompose the other. Current Performance In 2010, Getable reported net income of \$97 million and an operating margin of 8.8%, as compared to net income of \$61 million and an operating margin of 8.6% in 2009.

The year-over-year improvement in financial performance was primarily a result of an 8% increase in our average fares and 7% increase in capacity, offset by a 10% increase in our realized fuel price.

For 2010, Getable had a ROI of 14.7%. Mission "Our mission is to bring humanity back to air travel" Mission Statement Jet Blue's mission is to be the leading low-fare, low-cost passenger airline offering high quality customer service to underserved markets and customer who are looking for the best value in their flight.

We have the newest most advanced planes that are reliable, fuel efficient, utilizes paperless cockpit technology, live in-flight satellite TV and security cameras. Our philosophy is to give customers the best price value for their ticket, offering things our competitors don't offer.

At Getable we feel that hiring educated employees that are highly motivated and well trained will provide a better experience to the customers. We feel that our high-value, high quality service hilltop's will lead the way to our becoming the number one in the industry.