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## JETBLUE AIRWAYS CORPORATION SWOT & PESTLE ANALYSIS

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**Company Name :** JetBlue Airways Corporation

**Company Sector :** Aviation

**Operating Geography :** United States, North America, Global

**About the Company :**

JetBlue Airways Corporation, stylized as JetBlue, is an American low-cost carrier in the United States. Its mission is to provide premium service in every aspect of its customer's air travel experience. It is New York's Hometown Airline and a leading carrier in Fort Lauderdale-Hollywood, Boston, Orlando, San Juan and Los Angeles serving more than 38 million customers per year with a fleet of 240 aircrafts; with an average of 1000 flights daily in more than 100 cities in the Caribbean, Latin America and the U.S as of 2021. Its main base is at John F. Kennedy International Airport and maintains corporate offices in Cottonwood Heights, Utah and Orlando, Florida. JetBlue was founded in Delaware in August 1998, with its headquarters located in Forest Hills, Queens. David Neeleman launched the company in August 1999 as "NewAir." JetBlue does not belong to any of the three major airline alliances, although it has codeshare agreements with 21 airlines, including Oneworld, SkyTeam, and Star Alliance members. It has more than 20000 crew members as of early 2022 and has its headquarters in Long Island City, NY.

The USP of JetBlue lies in it being the 7th largest airline in the United States. JetBlue's mission is "to bring humanity back to air travel."

**Revenue :**

\$6,037 million – FY ending 31st December, 2021

\$2,957 million – FY ending 31st December, 2020

## SWOT Analysis :

The SWOT Analysis for JetBlue Airways Corporation is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1.Distinguished by 3 competitive advantages: differentiated products and culture, competitive costs, high value geography</li> <li>2.Takes pride in offering highest customer satisfaction</li> <li>3.New and efficient aircrafts in its fleet</li> <li>4.Sustainability and climate leadership</li> <li>5.TrueBlue loyalty program and partnerships</li> </ol>	<ol style="list-style-type: none"> <li>1.Offers only few international destinations</li> <li>2.High debt levels resulting in downgrade of ratings</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1.Expanding into new and existing markets</li> <li>2.Goodwill for a domestic player</li> <li>3.Strategic mergers and acquisitions with prominent airlines</li> </ol>	<ol style="list-style-type: none"> <li>1.Earnings affected by volatility in fuel prices</li> <li>2.Fluctuations due to seasonality, weather and other factors</li> <li>3.Impact of Covid-19 pandemic on JetBlue and the aviation industry</li> <li>4.Highly competitive aviation industry owing to price competition</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for JetBlue Airways Corporation is given below:

Political	Economical
<ol style="list-style-type: none"> <li>1. Government regulations and restrictions</li> <li>2. Impact of aviation taxes and fees</li> <li>3. Tariffs imposed on commercial aircraft will impact the aviation industry</li> </ol>	<ol style="list-style-type: none"> <li>1. Surge in disposable income in United States</li> <li>2. Fuel is subject to price volatility</li> </ol>
Social	Technological
<ol style="list-style-type: none"> <li>1. Social initiatives and goodwill attract customers</li> <li>2. Surge in usage of social media for grievance and sentiments expression regarding airline services by the passengers</li> <li>3. Airlines to increase focus on personalization and customer centricity</li> </ol>	<ol style="list-style-type: none"> <li>1. Introducing technology ventures to mitigate technology disruptions</li> <li>2. The implementation of 5G wireless technology near the airports could impact continued safe operations</li> <li>3. Integration of Data and AI to reach new heights of growth</li> </ol>
Legal	Environmental
<ol style="list-style-type: none"> <li>1. Legal requirements and compliance</li> <li>2. Lawsuit filed against the proposed mergers of two airlines</li> </ol>	<ol style="list-style-type: none"> <li>1. Sustainability and climate leadership</li> <li>2. Increasing use of sustainable aviation fuel by the airlines</li> </ol>

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