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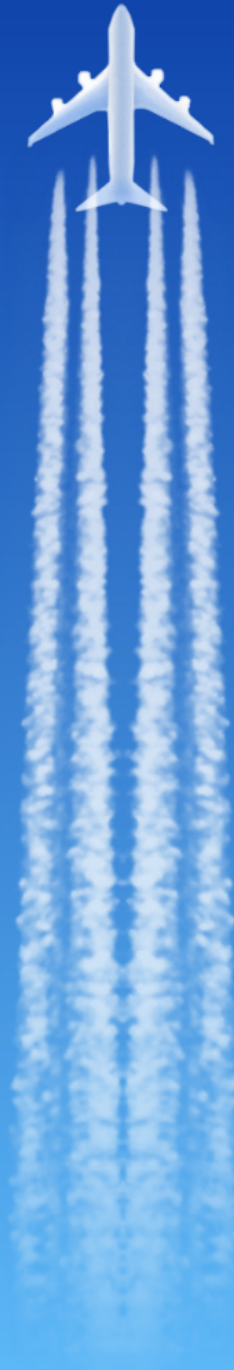
# Fuel Hedging At Jetblue Airways 2012



TheCaseSolutions.com

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# Fuel Hedging At Jetblue Airways 2012



# Overview

- Background
- Competition
- Industry
  - Financial
- Analysis
  - Issues
  - SWOT
  - Porters Five Forces
- Recommendations



# Who is JetBlue?

- Founded in August 1998 by David Neeleman
- An American low cost carrier in the U.S.
- 5th largest passenger carrier in the U.S.
- Fleet of more than 190 aircrafts
- More than 80 cities with 800 daily flights
- Family Pooling
- Recognized as the 2014 "Best Low Cost Airline- Americas"



Early 1900's



Mid 1900's



Late 1900's



Early 2000's