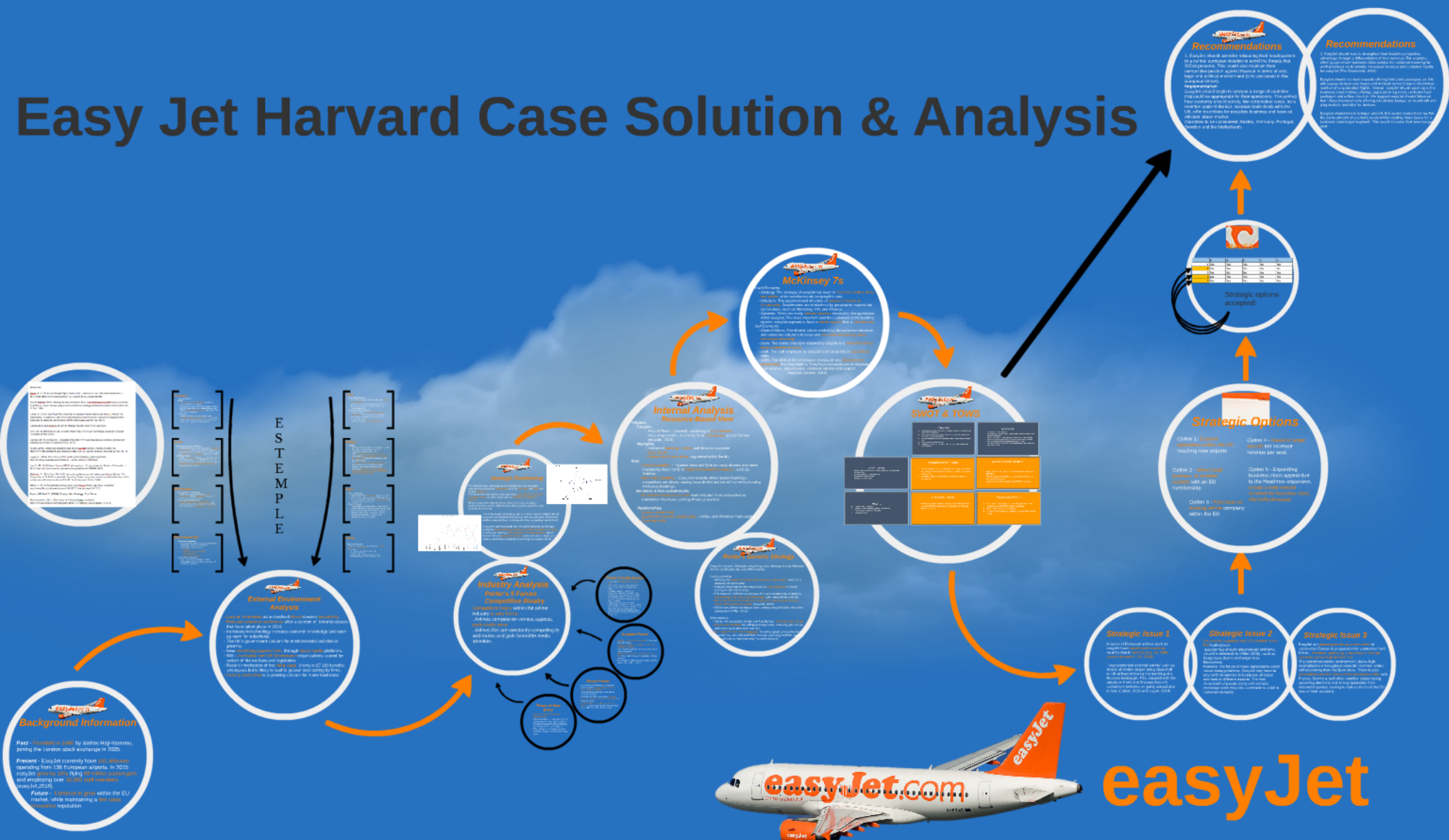


Easy Jet Harvard Case Solution & Analysis



easyJet

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Background Information

Past - **Founded in 1995** by Stelios Haji-Ioannou, joining the London stock exchange in 2005.

Present - EasyJet currently have **241 airbuses** operating from 136 European airports. In 2015 easyJet **grew by 18%** flying **69 million passengers** and employing over **10,000 staff members** (easyJet,2016).

Future - **Continue to grow** within the EU market, while maintaining a **low costs innovative** reputation



External Environment Analysis

- **Lack of information** as to hard/soft **Brexit** creates **uncertainty**.
- **Reduced customer confidence** after a number of terrorist attacks that have taken place in 2016.
- Increases in technology increase customer knowledge and open up room for substitutes
- The UK's government concern for environmental pollution is growing.
- New **advertising opportunities** through **social media** platforms.
- With **uncertainty over UK Governance** organisations cannot be certain of the tax laws and legislation.
- Recent introduction of the **living wage** (rising to £7.20) benefits employees but is likely to lead to greater cost cutting by firms.
- **Healthy and safety** is a growing concern for many businesses

Economic

- *External Shocks:*
- *BrExit*
 - **Uncertainty over hard/soft BrExit** resulting in reduced investor confidence
 - However, this may offer economic opportunities as the UK Government may incentivise firms to stay through **lower corporate tax rates** and a supported economic environment.
- **Euro crisis**
 - Following the '09 Euro crisis investor and **consumer confidence is still weakened**. This may result in difficulties for firms to source funding or investment from the European markets.

Social

- **Reduced customer confidence**
 - Europe and the western world has seen an **increase in terrorist attacks**, for example, Paris, Brussels and Sharm El Sheikh. This would act as an external shock and **reduce investor confidence** across all industries.
- **'The Grey Pound'**
 - With the **average age** of many populations throughout the developed world **rising** offering businesses an opportunity to focus marketing and sales opportunities. **This growing market segment is an opportunity** for businesses to gain revenue.

Technological

- **Developments in technology:**
 - Movements of the market towards **cloud technologies** offering **opportunities** for greater efficiencies and cost reduction
- **Link to social developments:**
 - **greater dependence on personal devices** and access to the internet. Consumers expectant of business practice to **support this social change**

Environmental

- **Customer Awareness**

- Consumers are becoming more aware of how sustainable a firm's operations are.

Considering factors such as:

- **Pollution**
- **Work with local communities**
- **Waste Disposal**
- **Sourcing of resources**

- **Competitive Advantage**

- More firms are monopolising on their sustainable operations, using it as a point of competitive advantage.