

jetBlue Airlines

SWOT and PEST analysis

Cady Buscher, Jessi Hammond, Kayla Reynolds, Mariah Rocker, Rebecca Wolf



Take-aways

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S.W.O.T.

Strengths



- Low cost
- Customer service
- Ameneties
- FlyFi
- Natural choices
- Airline partners
- Mint
- BlueBud program



Weaknesses

- Slogan
- Broad focus
- Current debt of 1.9 billion
- 5th largest airline in U.S



Opportunities

- Expanding destinations offered
- Narrow marketing focus
- Millennials



Threats

- Competition
- Fuel cost
- Safety/uncertainty





PEST.

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