Easy Jet Case Analysis

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# Unique value proposition

* Very cheap fares.
* Brand new and well maintained aircrafts.
* No frills.
* Well paid staff and competitive service.
* Direct sales, removing middlemen/agents.
* Adequate safety.
* Timely departures.

# Key operational strategies to achieve UVP

The primary distinguishing feature of EasyJet is its lowest fares. To sustain them and achieve profitability costs were reduced and resource utilization was increased wherever possible. Some of the features that make this possible are:

* Single type of aircraft
* Point-to-point short-haul travel.
* No in-flight meals.
* Rapid turnaround time.
* Very high aircraft utilization.
* Cost-conscious customer segments
* Extensive sub-contracting.
* Targeted secondary airports with higher passenger traffic, lower airport fees.
* Company’s operations was no frills, casual dresses were promoted, secretaries were avoided and office-space was shared.

# Customer segments

* Targeted cost-conscious travelers, who ‘pay from their own pockets’.
* Travelers visiting relatives.
* Leisure travelers making small trips.
* Managers/Entrepreneurs of small firms

# Brand image

* The name ‘EasyJet’ suggested simplified air travel. EasyJet’s operation was quite consistent and adherent to this perception.
* Name easy to pronounce, remember and identify with.
* Clearly distinguishable in a market dominated by flag carriers.

# Unique corporate culture

* A move from the general hierarchical corporate structure to collaborative network structure.
* Inclusive employee culture with company sponsored social events.
* Transparency and simplicity were incorporated in the work-culture, consistent with the image of the company.

# Promotion strategies

* Alternative marketing channel employed to reach potential customers.
* Actively sought public relations opportunities.
* Primary advertising emphasis on low fares and impressive record of on-time departure.
* Limited promises but consistent delivery.