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## Steps for Case Study Solution Analysis:

### 1. Introduction of JetBlue Airways Managing Growth Case Solution

The JetBlue Airways Managing Growth case study is a Harvard Business Review case study, which presents a simulated practical experience to the reader allowing them to learn about real life problems in the business world. The JetBlue Airways Managing Growth case consisted of a central issue to the organization, which had to be identified, analysed and creative solutions had to be drawn to tackle the issue.

This paper presents the solved JetBlue Airways Managing Growth case analysis and case solution. The method through which the analysis is done is mentioned, followed by the relevant tools used in finding the solution.

The case solution first identifies the central issue to the JetBlue Airways Managing Growth case study, and the relevant stakeholders affected by this issue. This is known as the problem identification stage. After this, the relevant tools and models are used, which help in the case study analysis and case study solution. The tools used in identifying the solution consist of the SWOT Analysis, Porter Five Forces Analysis, PESTEL Analysis, VRIO analysis, Value Chain Analysis, BCG Matrix analysis, Ansoff Matrix analysis, and the Marketing Mix analysis. The solution consists of recommended strategies to overcome this central issue. It is a good idea to also propose alternative case study solutions, because if the main solution is not found feasible, then the alternative solutions could be implemented. Lastly, a good case study solution also includes an implementation plan for the recommendation

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# Jetblue Airways Case Study Solution

**Mary F. Hoffman, Debra J. Ford**



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