

JET AIRWAYS 

# PRESENTATION ON JET AIRWAYS



BY-

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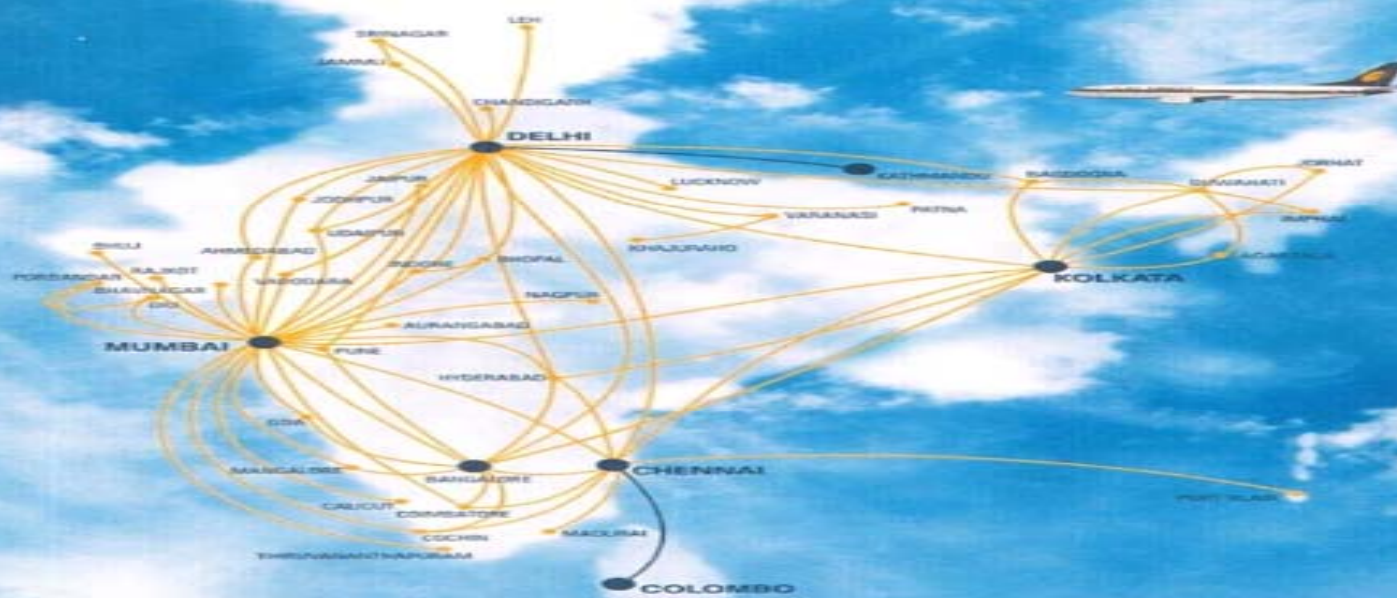
# WELCOME TO JET AIRWAYS

- ▶ Jet Airways was started by Naresh Goyal.
- ▶ It was incorporated as an air taxi operator on 1 April 1992.
- ▶ It started commercial operations on 5 May 1993 with a fleet of four leased Boeing 737-300 aircraft.
- ▶ Fleet Size-118 (including subsidiaries).
- ▶ Hub-Chhatrapati Shivaji International Airport (Mumbai) (Primary & Maintenance Base).
- ▶ Secondary Hubs-Brussels Airport, Chennai Airport, Delhi Airport.

TAG LINE.....



# ROUTE MAP

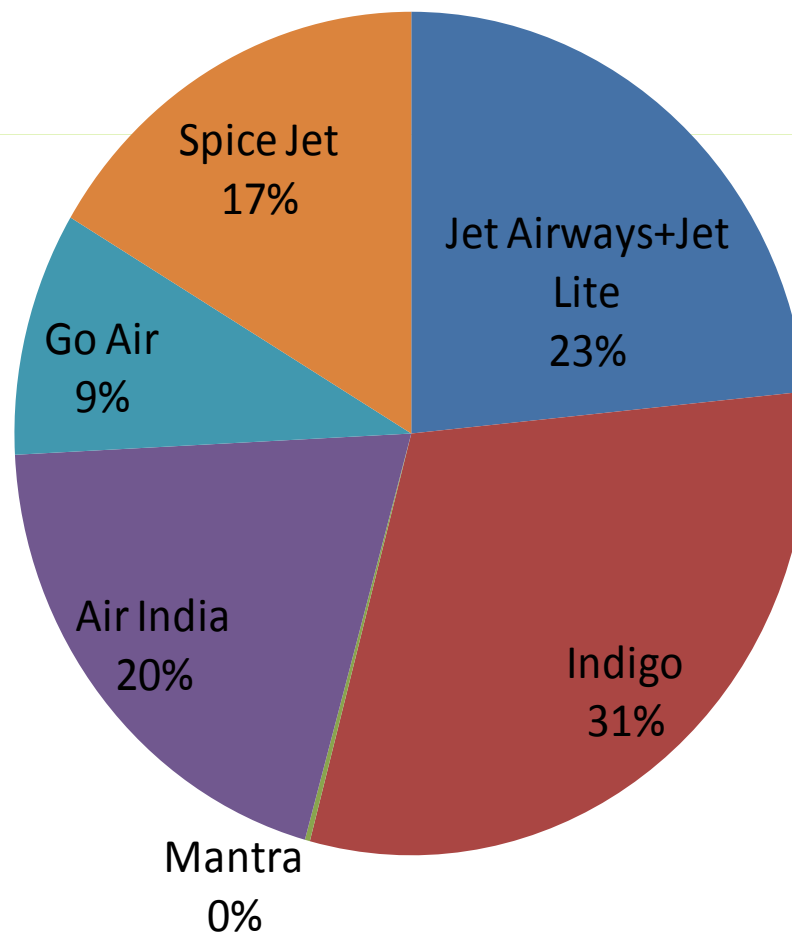


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**JET AIRWAYS**  
THE JOY OF FLYING



# Market Share



# STP OF JET AIRWAYS

## SEGMENT

- ECONOMIC CLASS
- FIRST CLASS

## TARGET

- CORPORATE CLASS
- UPPER MIDDLE CLASS

## POSITIONING

- PREMIUM
- BUSINESS CLASS

# Marketing Strategies

Affiliate  
marketing  
programme

Removing a  
Row to Gain  
passenger space

Partnership with  
UTV.

Alliance with  
kingfisher  
airline

E-Marketing

# COST STRUCTURE





## BUDGET

PARTICULARS	AMOUNT	DAYS	WORD/ ADD PER DAY
NEWSPAPER			
-HIGH COVERAGE	5000	3	30
- LOW COVERAGE	2000	3	50
T.V			
-HIGH LEVEL	100000	10	5
-LOW LEVEL	65000	5	3
MAGAZINES			
- HIGH	7000	5	100
-LOW	4000	5	70



# Customer Loyalty Current Service Offerings



**Blue**



**Silver**



**Platinum**



**Blue Plus**



**Gold**

*JPMiles* - The number of Base JPMiles earned is the direct travelled distance between the origin and destination city-pair. JPMiles earned are based on the fare and cabin travelled.

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# Current Service Offerings

## Jet Konnect

- ▶ Launched on 8 May 2009 to close down loss making routes
- ▶ Divert planes to more profitable routes with higher passenger load factors.
- ▶ Started 54 flights a week, rose to 125 flights, target of 160 flights a week

## Jet Escapes

- ▶ A holiday package to a particular destination
- ▶ Option to earn JPMiles on each holiday availed



# Current Service Offerings

## Jet Lite

- ▶ Acquisition of Sahara Airlines
- ▶ Low cost carrier
- ▶ Wider reach



## Jet Kerala/ Jet2IncredibleMP

- ▶ Tourism packages to Kerala and Madhya Pradesh
- ▶ Special offers during summer vacations and new year



JET AIRWAYS



IT'S A NEW WAY TO FLY..... JET AIRWAYS

THANKSSS

