

## **JETBLUE AIRWAYS CORPORATION**

### **DISCUSSION QUESTIONS**

1. What are JetBlue's core values? How well do these values fit the airline industry? Did you find evidence in the case that these values are meaningful in the company?
2. What are JetBlue's major strengths compared to other firms in this industry? Are any of them sources of sustainable competitive advantage?
3. Does JetBlue have any weaknesses relative to competitors? If so, what are they and how can JetBlue overcome them?
4. What is happening in the airline industry and broader environment that poses a threat to JetBlue? How can JetBlue address it?
5. Of the major competitors in the airline industry, which one seems to have the greatest advantage and why? Can JetBlue mimic this airline?
6. Are there any trends in the external environment that represent opportunities for JetBlue? How would JetBlue take advantage of them?
7. Besides your previous answers, what else can JetBlue do to grow?
8. If you had money you wanted to invest, would you invest it in Hilton at the time the case was written? Why or why not?