

Student name ; zebiba hussen
Id number; 1913291

Easyjet

Easyjet one of the most prosperous low-cost carriers in Europe these days seems to be easy jet airlines. In 1995, Sir Stelios Haji-Ioannou created easyjet. Two leased aircraft, operating from London Luton airport to Glasgow and Edinburgh, were used by the aircraft when it first started operating. With 336 aircraft and 1,024 routes covering 36 countries and 155 airports, Easyjet is the biggest airline in the world. On the other hand, easy jet may face direct or indirect competition. Direct rivals are other low-cost businesses offering the same product at comparable price points. Ryanair and Flybe are the primary ones. Easyjet flights are distinguished from other low-cost airlines by providing extra legroom and pleasant seats.

In this study, we analyzed the pricing policy adopted by easyJet, the second largest low cost airline in Europe, using an extensive data set of fares offered for all easyJet flights.

The **organization** can be defined as a process that describes the resources as well as assigns them, coordinates human efforts and integrates both in order to achieve the defined goals.

Organizational culture is generally understood as all of a company's beliefs, values and attitudes, and how these influence the behaviour of its employees. Organizational culture refers to the shared values, beliefs, attitudes, and behaviors that characterize an organization. It is often considered the "personality" of the organisation and plays a crucial role in shaping how members interact, make decisions, and work towards common goals. Organisational culture can be thought of as the unwritten rules and norms that guide the way people behave within the organization.

Organizational structure: A company's organizational structure is the hierarchy of the business's teams, leaders, managers, and individual contributors. Organisational structures lead what employees do, whom they describe to, and how commitment is made. The organizational structure which is following different posting.

Johan Lundgren Director; Chief Executive Officer Executive Board

Kenton Jarvis Chief Financial Officer; Director Executive Board

David Morgan Chief Operating Officer Senior Management

Stuart Birrell Chief Data and Information Officer Senior Management

The holders of easyJet are the company's executives and the main controller is Carolyn McCall (Chief Executive Officer, CEO) who ultimately has the final say on matters concerning easyJet. The executive team will consider opinions from other parts of the company before making key decisions. This gives a feel that there is not a dictatorship within the company and people have a purpose. A critical assessment should consider how the organizational culture and structure of easyJet contribute to or hinder its strategic objectives. Regular reviews and adjustments to ensure alignment with industry dynamics and changing business environments are crucial for sustained success. To obtain the most accurate and current information, consulting easyJet's official reports and statements or recent analyses of the company is recommended. **Financial Performance** a culture and structure focused on efficiency contribute to cost control, positively impacting financial performance by maximizing profits. A customer centric culture, reflected in the organizational structure, can lead to increased customer satisfaction, repeat business, and positive reviews, contributing to revenue growth. **Non-Financial Performance** the organizational culture, particularly how employees are treated and valued, can impact non-financial performance through increased employee morale and engagement. A positive culture and structure that align with customer expectations can enhance the brand image and reputation, contributing to non financial performance.

Graham, B., & Vowels, T. M. (2006). Carriers within carriers: A strategic response to low-cost airline competition. *Transport Reviews*, 26(1), 105–126.

Malighetti, P., S. Paleari, and R. Redondi. 2009. "Pricing Strategies of Low-Cost Airlines: The Ryanair Case Study." *Journal of Air Transport Management* 15: 195–203.