

Developing Relationships and Workplace Achievements (BMSW5102_LON)

Lecturer Name: Charles Nwaogwugwu

Student Name: Kristian Todorov

Student ID: 2018313

Easy Jet



Table of Content

1.Introduction

2.Business Strategy

3.Aims and objectives

4.Mission and vision

5.Relation to the employer

6.My contribution

Introduction

- EasyJet is a low-cost European airline operating point-to-point flights. They have a price advantage, offer professionalism, leading positions in major airports provide low cost services, seamlessly offer the warmest welcome in the sky. EasyJet is one of the largest airlines in the world with 308 aircraft serving a very large number of routes in 34 countries and 153 airports. They also launched the easyJet holidays program in 2019 to offer good holiday packages that encourage 84% of holiday customers to spend more with them.



Business Strategy



- EasyJet is refining its strategy to achieve its goal of making low-cost travel easy. The company strategically creates their objectives to achieve their priorities, which will build on easyJet's structural advantages in the European aviation market, helping easyJet move closer to its goal of being Europe's most loved airline, winning the interest of their customers.
- EasyJet has a strong network of flagship number one and number two positions at major airports, which have proven to be among the most profitable in the market.
- This allows easyJet to be efficient in network selection with an emphasis on maximizing returns. easyJet continues to optimize its network to ensure capacity is deployed in markets where demand and returns are greatest.
- easyJet is looking to strengthen its position in key markets as the competitive environment evolves.



Relation to the employer

Knowledge, skills and behaviour

- Customer and Personal services- EasyJet goal is to deliver the best possible services to the client and continuously working to provide a wonderful customer experience every time. It is very important for EasyJet employees to know the process and principles for providing customer services like quality standards and evaluation of clients satisfactions.

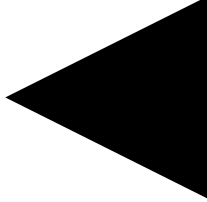
HR skills

- EasyJet claim to be a company where everything is about people. If someone decides to join the HR function they automatically become part of easyJet's culture, everyone will have a role in shaping its future. Everyone can enjoy a fast-paced environment, a fast-growing career and high professionalism.



Behaviour

- Easyjet claims that people are their greatest asset and they are keen to continue to recruit, retain and develop the best talent, with an emphasis on creating an inclusive and energizing environment that inspires everyone to learn and grow allowing the orange spirit to flourish.



They continue to clear the large amount of plastic on board their planes. For example, in 2022 they eliminated 11.5 million single-use plastic items, also created a recycling program in their dry warehouses and made packaging changes that could save two tons of plastic waste annually.

SWOT analys



- As HR skills I need them. I must have good communication skills, I must learn how to meet deadlines quickly and correctly. To help and motivate people in my team, also to be responsible, very open and frank. I must be fair, objective, decisive. Also extremely disciplined.

Conclusion

Easy jet is an innovative company with a dynamic nature. They strive for perfectionism and thus manage to be one of the leading companies offering good service, problem-free flights and good prices in the sky. Their orange heart works in good rhythm thanks to their in-house team of professionals with a people approach. For me, those of us who wish to be part of this team must give our best and have the desire to constantly develop ourselves.



Reference List:

1. Nothing: A Very Short Introduction (Very Short Introductions)

(25 Jun. 2009) Autor- Frank Close

2. The Strategy Book: How to think and act strategically to deliver outstanding results

(16.Dec.2016) Autor- Max Mckeown

3. Managing Employment Relations

(3.Feb.2020) Autor- Tony Bennett ,Richard Saundry

4. The Essential HR Handbook - Tenth Anniversary Edition: A Quick and Handy Resource for Any Manager or HR

Professional (25 Jan. 2019) Autor- Sharon Armstrong, Barbara Mitchell