

The logo for easyJet, featuring the word "easyJet" in a white, rounded, sans-serif font. The "easy" part is in a lighter weight, while "Jet" is in a bolder weight. The logo is set against a solid orange rectangular background.

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1. INTRODUCTION

EasyJet Airline business enterprise confined is an airline based in 1995 with the aid of British entrepreneur Sir Stelios Haji-loannou.

The headquarters of the company are positioned in Luton Airport. EasyJet serves more than 500 destinations in Europe, North Africa and West Asia with a low-value European provider airline that competes with Ryanair, the dominant airline in that marketplace.

In 2011 it became the peak of success with 55.47 million passengers and additionally within the identical year the company saw a growth of 11.5% in its general revenue relative to the preceding year.

This evolution is ideal news for the organization, as it is an end result of a crucial strategic paintings.



In spite of being an inexpensive airline, easyJet is not the handiest participant inside the marketplace because of many competitors, and to keep its role and emerge as a pacesetter, it wishes to be higher than its competitors through providing lower fares.

This document will assist you expand an aggressive analysis of the organization by using the usage of unique examine models.

The first part of this project will attention on the Pestle evaluation and Porter's 5 Forces Framework, that may offer a top-level view of the aggressive surroundings.

2. PESTLE ANALYSIS

2.1. PESTLE: what does it means?

PESTLE analysis is an acronym for a tool used to identify the macroeconomic (external) forces to which an organization is exposed.

The letters represent Political, Economic, Social, Technical, Environmental and Legal things. In this report, we'll look at what PESTLE analysis is used for, and the pros and cons of using it in EasyJet.

This analysis should be repeated every 6 months to detect changes in the macro environment.

2.2. PESTLE for EasyJet

2.2.1. Political

The Brexit has had an impact on many United Kingdom primarily based businesses, along with EasyJet.

European-based organizations such as this one due to the fact they have got a huge component in Europe as well want to have a majority shareholding belonging to the European.

within the case of EasyJet, the majority shareholding belongs to the UK which needs to be constant; the principal chunk of it needs to be inside the EU to maintain it possible as a business.

returned in 2019, French President Emmanuel Macron in a try and streamline the pension coverage for the duration of the United States, led people to keep in mind that many of them would now not be earning as plenty as they predicted thereby main to strikes affecting a few airways consisting of EasyJet.

2.2.2. Economics

One of the comparable economic factors is the impact of COVID-19 on EasyJet.

As we know, many have cut their travel plans because of the virus, but airlines may have been hit with the worst deals. EasyJet had to freeze its entire fleet in 2020 and permanently close three bases. Also in the first half of 2019, the company unfortunately lost a lot of money due to high fuel prices. The loss was £275m.

However, following recent less restrictive international policy announcements,

The pound has not fared well in this economy. This is not the best news for EasyJet, given its low-margin business model.

2.2.3. Society and culture

Getting into the aviation enterprise is a promising and profitable profession choice for people, particularly in advanced international locations just like the United Kingdom, however gender discrimination stays a protracted-status trouble within the enterprise.

That is a male dominated realm and EasyJet has been doing this for years.

Certainly, one of their present-day endeavours is a web direction for British students led via a female pilot, giving kids a clean clarification of what to anticipate while deciding on this profession and inspiring younger women to emerge as interested by aviation.

In 2018, airways have been criticized for their lack of customer support, as they failed to refund customers in a timely way for cancelled flights. Many passengers waited greater than six months for a full refund.

but, due to the flight restrictions, we had been very focused on our digital presence, specially inside the context of customer service.

Due to this, we have invested a number of resources to supply timely messages and updates to our capability clients and feature obtained very fine responses and income as a result.

2.2.4. Network

In 2020, EasyJet received notoriety for a massive-scale cyber assault that compromised the information and touchy records of as a minimum 9 million humans in its database, approximately 2,000 of whom had confidential records together with credit score card numbers. credit and phone facts.

The deal with is corrupt. as well as take-off and landing times.

In 2020, the enterprise's owners accused some contributors, in particular EasyJet's control, of handiest shopping for planes in change for bribes from one among its providers, Airbus.

This casts a terrible light on the enterprise because the owners find corruption amongst pinnacle employees

2.2.5. Technical

In 2019, EasyJet launched a mobile app feature that makes booking tickets easier for the blind. The app has a voice feature and the user only needs to speak to activate and use the voice feature. On their website, they even claim that their app has been awarded for its goodness and usefulness.

It is also compatible with Apple and Android systems and has a mobile passenger boarding option that reduces the time to seconds. To make sure their fleet can afford it, they have developed a special drone that closely inspects the aircraft. This process would take a day or two if done manually, but drones have cut that time down to hours and are, needless to say, much more accurate.

2.2.6. Environment

For numerous years, the agency has dedicated to decreasing CO2 emissions by way of 50% from contemporary tiers as part of new European and United Kingdom sustainability regulations.

In October 2020, EasyJet introduced a partnership with Wright electric powered to develop an electric powered plane to comprehend its imaginative and prescient of becoming the arena's first carbon-free aircraft.

The big concept is to get concerned in the 'decarbonisation' of aviation and paintings to reduce the usage of plastics and other waste inside the deliver chain.

2.2.7. Final PESTLE analysis

In this analysis, we see that while brands have had many successes, they have also seen some very serious failures, especially when it comes to cyber breaches. His wrongdoing, even accumulating over several years, can wipe out a loyal customer base in minutes and does not reflect well on the brand as it appears to be a dispute between the company's owners and top management. However, environmental policies and efforts to achieve sustainability by reducing our carbon footprint are commendable. Making these important changes for our future is not easy today. In conclusion, we can say that EasyJet is a growing brand with a promising future if its weaknesses and threats are under control.

3. PORTERS 5 FORCES FOR EASYJET

3.1.Low risk for newcomers

Breaking into the airline industry is difficult.

In fact, the initial cost is high, so not everyone can afford it as you need good capital to buy a plane and in addition, equipment related to the aviation industry is expensive, which limits nascent entry.

The rules are strict and the airport tax is high, however, existing airlines face great risks if they try to enter the low-cost market. After all, they had the necessary equipment and knowledge.

3.2.The power of suppliers is great.

There are two major suppliers that account for the majority of aircraft production costs.

- Aircraft supplier

As there are only two aircraft suppliers, Boeing and Airbus, easyJet has little bargaining power.

In fact, it is difficult to change the price because it is not in a dominant position. It is important to note that easyJet may have more bargaining power if it decides to lower its price by purchasing more aircraft at once.

- Oil supplier

Gasoline suppliers have large capacity. In fact, planes can't fly without it, so gas suppliers get a premium. They can usually find higher prices when gas prices are higher than after the Iraq war.

- Airport

The final supplier is the airport subject to airport tax. When the plane actually lands, you have to park it and you will be charged a fee. Parking is expensive with any airline, but easyJet is usually cheaper because the planes land at secondary airports like Gatwick and not Heathrow.

3.3.Buyer power is high

The reason buyers have great bargaining power is that competition is fierce at the same time.

Due to the fact that easyJet is not the only low-cost airline and it is easy for customers to choose another airline for two main reasons.

First, you can choose any company and choose the one that suits you best.

Second, there is no agency intervention cost to transform the company.

3.4.Low risk of substitution

As trains are the main alternative, there is little risk of substitution.

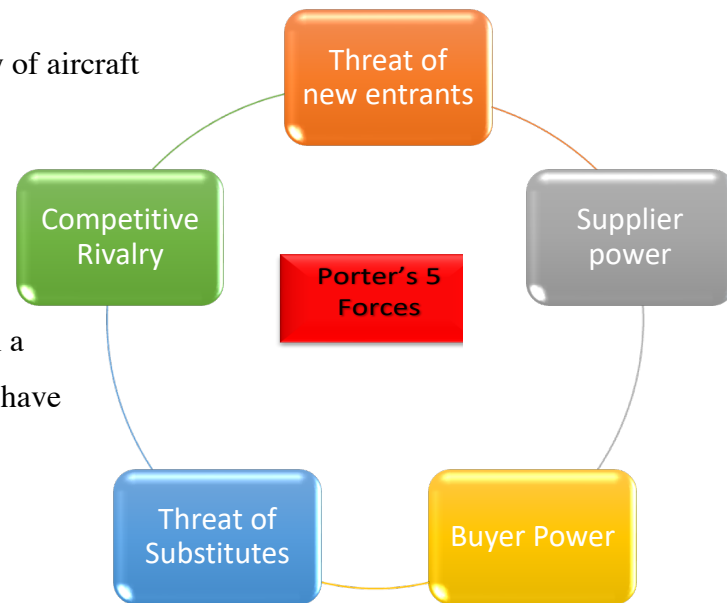
They are known to be cheaper than short-range jets. In addition, they are usually located in cities and this is often not the case with airports located outside the city centre, so it takes more time for people to get to the airport. Clearance is more important; If you take a plane, the travel time will be longer, and if you go by car, you will have to pay a parking fee.

3.5.Competitive

EasyJet is the fifth biggest airline in Europe via wide variety of passengers.

It is miles the second maximum critical low-value service after its principal competitor, Ryanair.

EasyJet's competition may be direct or oblique.



- Direct competitor is every other low-fee organization that offers the same product at the equal charge. representative examples are RyanAir and FlyBe.



The opposition between those businesses is very fierce, with every competitor looking to dominate the opposite. That said, you will be surprised at how easyJet units itself apart from the rest, specially RyanAir. as an instance, easyJet targets two segments: business vacationers and enjoyment vacationers, whilst RyanAir targets best the

entertainment segment.

- indirect competitors are traditional airways consisting of AirFrance or BritishAirways. they are indirect competition due to the fact they goal special marketplace segments.

Folks that are interested in shopping for cheap flights are not inquisitive about shopping for flights from traditional airlines.

4. SWOT Analysis

4.1. Introduction

his SWOT evaluation offers you a clear image of EasyJet's strengths and permits you to attain your enterprise desires based on it.

It highlights inner weaknesses and outside threats that can be removed or eliminated by maximizing capability possibilities.

high brand equity, get entry to over a hundred and fifty airways, an unrivalled network, cheap fashions, operational efficiency, patron loyalty and expansion via mergers and acquisitions are among EasyJet's strengths.

EasyJet specifically operates in Europe; its offerings aren't to be had in many locations and it may use the possibility to extend its offerings during Europe to overcome these weaknesses and benefit greater logo visibility. get admission to thru mergers and acquisitions, appealing tour programs for new customers and better provider than present market participants.

The SWOT analysis for EasyJet pis presented within the matrix underneath and specified evaluation follows.

Strengths	Weakness
- Strong capital base: The company has a market capitalization of around £4 billion and a net cash position of £123. This means that it is one of the most powerful airlines in the world. - Skills: Customer relationships grow with loyalty. This means that by using data ever more elegantly, users can make long-distance travel easier and cheaper. - Affordable Model: This model allows the company to gain market share from legacy carriers and has a solid balance sheet. - Provider: The company has established an academy to train and service pilots and cabin crew. - Destinations: One of the best low-cost airlines offering attractive flights to 136 destinations across Europe.	- Taxes: Due to low operating margins, the company is highly sensitive to additional taxes and duties imposed by the government. - Issue: A company in another country has been criticized for delaying, cancelling tickets. - Not enough destinations: they only operate in Europe and other competitors also operate in other continents.
Opportunities	Threats
- Package: Car rental services and hotel discounts allow companies to increase brand awareness and encourage customers to use the service themselves. - Expansion: One of the biggest investments a company has to make is to reach new destinations across Europe, increase business revenue and increase brand visibility. - System improvement: This process allows the company to improve and better help its customer service and support.	- New government policies: new regulations and policies can affect the business outcome. - Competitors: They can affect the bottom line and there are many airlines that offer a variety of services and good customer reviews. - External factors: Since there are many competitors with new ideas, it is easy for a company to have different customer needs. EasyJet must be at the forefront of changes in market value.

4.2.Critical analysis about SWOT Analysis

SWOT analysis is widely used as a strategic planning tool, but there are limitations to the analysis. Some functions or elements of an organization are strong and weak at the same time.

One of the major limitations of SWOT analysis is that changing environmental regulations allow a company to play independently and prefer or develop competitors and later develop competitors and then develop competitors.

The matrix is the starting point for discussing how to implement the proposed strategy.

Based on Easyjet Plc's strategic competitive advantage, we provided an assessment window rather than an implementation plan.

SWOT analysis of situations where possible changes are minimized. As conditions, opportunities, threats and strategies change, the dynamics of the competitive landscape may not be defined by a single matrix.

The analysis allows companies to highlight intrinsic or extrinsic factors in shaping their strategy.

Unrevealed by SWOT, there are interrelationships between important internal and external factors that may be important to strategy development.

5.. SEGMENTATION, TARGETING AND POSITIONING

5.1. Introduction

Today, the STP advertising version (Segmentation, concentrated on, Positioning) is one in every of strategic method in present day advertising and marketing.

it's far specializing in industrial effectiveness, selecting the maximum precious segments for a commercial enterprise and then developing an advertising and marketing mix and product positioning strategy for each phase.

5.2. Segmentation

Market segmentation is the manner thru which EasyJet comes to a decision to phase the general marketplace in smaller segments and organizations which have comparable attributes, buying behaviour, socio economic history, and so on.

That is carried out to attain out to the group of purchasers greater correctly and efficaciously.

5.2.1. Demographic segmentation

As the products of EasyJet provide a superior fee proposition, it must section the customers based totally on main demographic criteria: earnings of the possible purchaser and existence cycle degree.

5.2.2. Psychographic segmentation

EasyJet can use psychographic segmentation to divide the ability consumers into unique segments primarily based on: persona characteristics, buying patterns, consumption opinion, opinion on social problems, amusement activities, pastimes, and plenty of different dimensions. this is effective because human beings in the same demography may have specific psychographic traits primarily based on individual life reviews and growing up surroundings.

5.3. Targeting

After identity of diverse purchaser segments inside the market, EasyJet desires to target a particular marketplace.

The approach utilized by the enterprise is to focus on focused marketing a particular area of interest of clients.

The agency gives to the most potential clients, together with individual and corporate commercial enterprise travellers who want to keep time, need excessive first-class services and are inclined to pay excessive costs for EasyJet airline services.

This is the main reason for EasyJet's low market share in the UK.

EasyJet is concentrated for families traveling to their hometown or tourist destinations such as India, Singapore and Malaysia.

The company also offers travellers hotel reservations, transportation arrangements, insurance services and more.

5.2. Positioning

Positioning is the process by which a company creates an image of its product in the mind of its target market.

It is advantageous for the company to identify the target market and then highlight the features of the product to attract customers and create a positive image of the product in their mind. EasyJet has adopted a benefit positioning; this means that is focused to give their costumer a low-cost good service. To be concentrating with a niche of market, the company is able to improve the benefits for people that are using their services for short journey or teenagers.

In this globally competitive operating environment, consumers are more interested in brands. Therefore, it is important that EasyJet maintains its brand image and positioning in the aviation industry.

The company has some of the most satisfied and loyal customers in the world with a very strong brand name.

However, it needs to position its product in such a way that it creates a distinct image, provides a specific identity / reference point of the product and services in the customer's mind.

6. MARKETING MIX

6.1. Product

When we talk about product strategies for Easyjet, is automatically associated to its low price and the people's expectation of the service cannot be high. However, the company is improving the service with new advantages and benefits for the costumer. It also offers other services such as airport shuttle or car

rental. One of the advantages of this company is that it is possible to book for 15 or more people and give to the customers more benefits such as sharing baggage allowance and paying with different cards.

6.2.Price

In the 2019 EasyJet was the best low-cost airline company in Europe and second in the world. To keep its running costs low prices, the company prefers to be more innovative for example to provide the food menu only via Qr code.

6.3.Place

One of the most important things that the company provides to the customers is an excellent website and design which helps to check offers, building itinerary and completing the booking of the ticket.

On the website there are many languages that help to attracting customer who are not very fluent in English.

Via Website the company uses a direct distribution channel, however there are channel partners such as wholesalers, retailers and distribution agents that help to increase the profits.

6.4.Promotion:

The company uses a unique promotional technique such as telephone booking number and website's link on the aircraft so that is easy to contact them. There is also an aggressive branding with a bright orange colour, catchy slogan like "Web's Favourite Airline, to fly, to save and Come on", website livery on airplane and featured in airline tv series. EasyJet uses a full approach in its promotional activities:

- Digital marketing with social media, interactions and feedback with costumers.
- Reward programs with loyalty card program and points in exchange for gifts or benefits.
- Conventional marketing with magazines and tv advertisement.

6.5.People, physical evidence and process:

- *People*: one of the most important values of the company are the employees with 13.000 people, 4.000 pilots and 7.000 cabin crew members. They are under full training to develop their skills and knowledge. The training is not only focused on this aspect but also on goals and objectives of employees. In addition to this, there are different reward programs and bonuses to stimulate the employee during their job.
- *Process*: the company has organized and systematic processes to increase the business experiences. The employees are informed about all operations, well trained and knowledgeable.

The screenshot shows the EasyJet website's flight booking interface. At the top, there's an orange header with the EasyJet logo and a 'Sign in' button. Below the header, there are three tabs: 'Flights' (selected), 'Holidays', and 'Cars'. The 'Flights' tab is active, showing a search form. The form includes a 'One way' checkbox, a 'From' field with 'Madrid (MAD)' selected, and a 'To' field with 'e.g. Amsterdam' as a placeholder. Below these are 'Departing' and 'Returning' date pickers. There are also fields for the number of passengers: 'Adults (16+)' set to 1, 'Children (2-15)' set to 0, and 'Infants (< 2)' set to 0. A large orange 'Show flights >' button is at the bottom of the search form. Below the button, there are links for 'About special assistance >' and 'Tackling our carbon emissions >'. At the bottom of the page, there are two flight offers. The first is 'Faro From Birmingham £24.99 (Aug 2022)' with a 'Book now >' button. The second is 'Edinburgh From Birmingham £24.99 (Aug 2022)' with a 'Book now >' button. A small note at the bottom states 'Price shown is one-way, incl. taxes with limited availability.'

The website has a properly section regarding customer service with live chat, number, email and frequently question if the costumer has some issues.

- *Physical evidence:* this section works towards influencing the consumers in favour of the brand and its offering. Regarding the website is simple and easy to use with special bold characters to evidence the most clicked section. The images are friendly and with an orange colour everywhere. The staff uses an elegant uniform with a black jacket and dress and in addition an orange tie to show its logo and brand image.



7. RECOMMENDATIONS

7.1. Ansoff Metric

At the end of this elaborate, I will do some recommendations of future marketing strategies for EasyJet using the Ansoff Metrics.

		Product	
		Existing	New
Market	Existing	Market Penetration	Product Development
	New	Market Development	Diversification

- *MARKET PENETRATION:*

EasyJet is working in a number of ways to increase sales of its existing products in existing markets.

The first strategy used by EasyJet are loyalty programs such as offers its passengers the chance to save even more by becoming loyal members and flying more often.

The airline is also working to attract corporate and first-class flyers to take advantage of its low-cost services versus paying higher prices on other airlines and to improve the services offered by reducing the time it takes to process customer check-ins, making it easier to purchase tickets, creating access to available services, and so on.

The company is also acquiring various smaller airlines to increase its market share in the region.

During the holiday season, prices were lowered even further to attract consumers. Marketing and promoting its low-cost tickets are another market penetration strategy of the company.

- *MARKET DEVELOPMENT:*

Market development refers to the introduction of an existing product into a new market.

In this sense, the simplest strategy of EasyJet is to expand into new geographic markets.

This includes new destinations in currently operating and non-operating countries and allows the company to increase the number of destinations and countries.

EasyJet has also introduced new packages with different cargo capacities, new facilities and more.

Using any of these strategies, companies can expand their current product range into new markets.

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