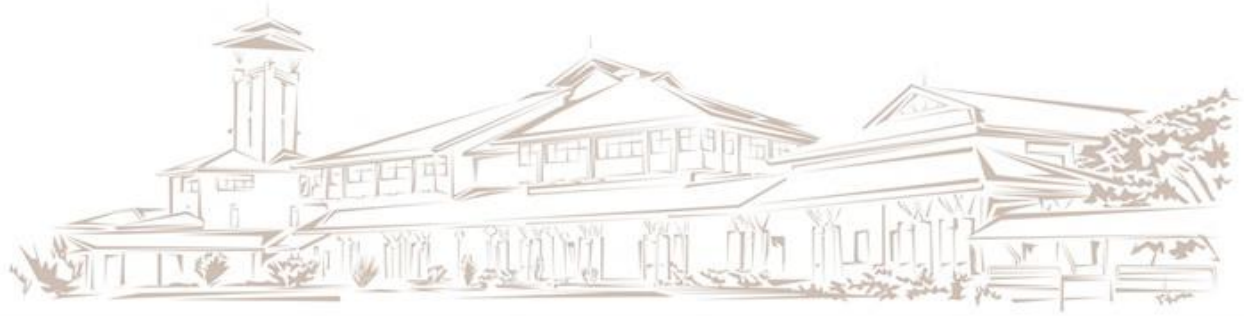


"A man is
great by
deeds, not by
birth"
-Chanakya
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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

IIMK/CS/89/MM/2018/04

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Spice Jet Airlines (A)

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Please contact the corresponding authors if you would like to access the full case.

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ABSTRACT

The case discusses about the entrepreneurial skill and visionary leadership of Mr. Ajay Singh, the founder of Spice Jet, the one of the initial low cost Airline (LCA) in India. The case examines how Singh has managed to make Spice Jet a success story from its inception, created a different industry as a whole and its target market. The case also discusses about the competitor of Spice Jet. It says the intuitive vision Singh in launching LCA in India. It also gives a fair idea about the company, their infrastructure, culture that Ajay Singh tried to bring. Case also discusses how Singh has used its strengths and eliminates its weaknesses as well as exploited environmental opportunities to make Spice Jet successful. The case also gives a clear idea about the strategies that Singh is taking to fight with several environmental threats. The case analyzes the effect of rise in air turbine fuel price on different airlines and the unique strategy that Singh has taken to counter it. Finally the case speaks about the future plans of Spice Jet. The key focus of the case is on enabling the participants to gain a comprehensive understanding of different traits of an entrepreneur and how to improve the chances of success in a new venture.

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