



***SpiceJet***

Hisar Institute of Digital Marketing

**Case Study.**

# **ABOUT SPICEJET**

**Spice jet is one of the lowest-cost airlines, established as an air taxi provider by modiluft in 1994, the company was acquired by Ajay Singh and re-created as a spice jet in 2004 because in early time it is known by royal airways . Headquartered of spice jet is situated in grugram, India. The airline flies 630 flights on daily basis to 64 destinations, which include 54 Indian and 15 international destinations from its hub at Hyderabad and Delhi. It is one of the largest cargo in terms of domestic as well international cargo operation. The market share of spice jet is 13.6% as the data of March 2019.**

# MARKETING MIX OF SPICEJET AIRLINES

## THE 4 P'S OF MARKETING

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# 1. Spicejet Product Strategy

- SpiceJet has been ranked fourth in terms of passengers carried, as the largest airline in India.
- SpiceJet has a total of 114 aircraft in its fleet at the end of the financial year 2020.
- Their services can be divided into 2 categories:
  1. **Economy class:** The economy class targets travelers who cannot afford more prices and require standard service.
  2. **Spicebiz:** SpiceMax provides premium services to the passengers where they can gain extra benefits like Enhanced baggage allowance, added comfort, world-class lounge, priority services, and more.
- Web check-in facility by Spicejet helps travelers in avoiding line queues at the airport and it also provides more facilities like veg and nonveg meals, spice lounge facility and so on.

## 2. Spicejet Pricing Strategy

- **SpiceJet faces tough competition from opponent companies, so it has taken a competitive pricing strategy to get a plus point over its competitors.**
- **It offers both low-price tickets and decent onboard facilities to its passengers.**
- **SpiceJet brings different schemes and offers to attract more passengers.**
- **it offers SpiceCash to its daily travelers which work as a bonus point that they can use for getting discounts.**

# 3. Spicejet Promotion Strategy

- **SpiceJet has a strong presence in the airline industry due to its promotional activities. It has done a lot of campaigns to promote its business.**
- **The company has done promotion through print ads in newspapers, TV commercials, etc. It also uses social media platforms and uses outdoor channels like hoarding at airports or roadsides.**
- **It also provides discounts on group bookings and special discounts on such tickets at Rs 99 or 999 as a part of its promotional strategy. It promotes it as like SpiceClub on its mobile app or websites.**
- **The firm also promotes its band by sponsoring the cricket team like sunrises Hyderabad in IPL 2014. And awarded as a most reputed domestic private limited in the year of 2016.**

## 4. Spicejet Place Strategy

- **SpiceJet operates its hubs at Rajiv Gandhi International Airport (in Hyderabad) and Indira Gandhi International Airport (in Delhi).**
- **The airline operates 630 daily flights to its 64 destinations, including 54 Indian destinations and 15 international destinations from its hub.**
- **Travelers can book online tickets from SpiceJet's website or any other booking website.**



# **SWOT ANALYSIS**

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# **OF SPICEJET**

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# 1. Strengths of SpiceJet

- **The company provides prices that are affordable and are lower than other airlines.**
- **SpiceJet has an easy interface website that allows bookings through its websites. This helps consumers to do check-in online.**

## 2. Weaknesses of SpiceJet

- Due to competition, it has a low market share.
- As compared to all airlines, the number of destinations served by SpiceJet is less.

## **3. Opportunities for SpiceJet**

- **Growth in the new market can result in new opportunities.**
- **Partnership in the international market can grow its brand image.**

## 4. Threats to SpiceJet

- **Current infrastructure facilities can be a threat.**
- **With new government policies can affect the brand.**

**MARKETING**  
**CAMPAIGNS OF**  
**SPICEJET**

**SpiceMax Campaign**  
**#Withalourhearts**

- **SpiceMax Campaign – A Marketing Campaign of SpiceJet**

- It is one of the low-cost airlines to offer hot meals for sale onboard, this is the first airline that offers dedicated extra legroom seats in a configured cabin.
- There are two meals which are Hot Meals and SpiceMax that promise travelers for tasty food, and extra legroom.



- **#Withalourhearts – A Marketing Campaign of SpiceJet**
  - This campaign starts in the month of April to show support for IPL cricket team Sunrisers Hyderabad (SRH), using the hashtag #withalourheart, and ended on 24th may with the winners of the contests revealed on Facebook.
  - From beginning to end, the campaign was managed all of the airline’s social media accounts –Twitter, Youtube, and Twitter – all of which were advantaged by hashtag #withalourheart.
  - At the end of the campaign, they mentioned that they do everything #withalourheart, including delivering “hot meals, warm smiles.”

# COMPETITORS OF SPICEJET



# INDIGO

**Indigo is a low-cost airline located in Gurugram, Haryana, India. It has its hub at Indira Gandhi International (IGI) Airport, Delhi. Indigo is known for providing good service to customers with a punctuality which SpiceJet lacks a little.**



# GO AIR

**Go Air is founded by Go. It is an Indian ultra-less-cost airline set up in Mumbai. It was the fifth largest airline in India having with an 8.4% passenger market share in October 2017. Go Air's lack due to uncomfortable seats and this is one of its drawbacks.**



# JET AIRWAYS

**Jet Airways is an Indian International airline. It is situated in Mumbai. It was also one of the largest airlines in India, having a 21.2% passenger market share in February 2016. travelers love this airline for its best service with good quality foods and comfortable seats.**





# Conclusion

**SpiceJet is one of India's most preferred low-cost airlines. It has its unique marketing strategies.**

**SpiceJet has achieved great heights. But besides that in some areas, there is a need for improvements like greeting at the airport, airline punctuality, welcoming of passengers, seats and call centers.**

**So, this is all about the marketing strategy of SpiceJet. I hope you liked our analysis of SpiceJet's marketing strategy, be sure to check out the Different case studies on various other organizations' strategies on the HiDM website.**