

Analyzing the Factors Affecting the Growth of JetSetGo Aviation: A Case Study of Private Jet Aviation Industry in India

Authors: Ridhisha Singh¹; Prof. Sinha Roy

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ABSTRACT

This paper aims to conduct a comprehensive case study on JetSetGo, one of India's most successful private charter aviation companies led by a woman. Utilizing both a SWOT and PESTLE analysis, we will explore the factors that have contributed to the growth and success of JetSetGo in the Indian aviation industry. Additionally, the study will delve into the broader context of the private charter aviation sector in India, analyzing how external factors, such as regulatory, economic, and social influences, impact the industry's growth. By utilizing publicly available data and in-depth research, this paper will showcase JetSetGo's remarkable journey, highlighting the critical elements that have positively or negatively influenced its success.

INTRODUCTION

The aviation market in India has flourished throughout the decades, and so has the need for people to travel all around the world whether it be for business or leisure. This increasing demand for luxury travel, enhanced business connectivity, and the emergence of new players in the market has resulted in a remarkable growth and transformation in the private aviation sector in India. Among some prominent players, JetSetGo stands out as one of India's most successful private charter aviation companies, led by a pioneering women entrepreneur. JetSetGo started back in March of 2014 after Kanika Tekriwal analyzed the darker and more difficult side of the general aviation industry in India especially when compared to developed countries. Private jets and charter planes were a big deal in India back then, Kanika recalls. "I had remembered people telling me that you know Kanika, why is hiring a private jet in India like rocket science? I said I'm gonna change this" ([TEDx Delhi](#)). And she indeed did that. Kanika's Jetsetgo is India's first and the only charter option for private jet and helicopter charters. The company has helped in transforming the charter plane sector in India.

"Initially I didn't know much about how to go about raising funds," says Kanika. "I didn't know whether people would be interested in backing my idea. But soon investors started approaching us including [cricketer] Yuvraj Singh. In fact, we had a closed talk with him in under 2 hours." Businessman Puneet Dalmia, a frequent flier with JetSetGo, enjoyed the service so much that he too chipped in, and soon Kanika's idea was quite literally flying." (Raj). Raising funds and starting such a business which had not been heard of in India is a big deal, and so now that JetSetGo has accomplished a loyal market base in the subcontinent, let us analyze what factors might have led to the growth of her business and eventually the success of this new service category venture. I also wish to examine some of the hurdles that the company might have faced, or might still be facing, through the use of a PESTLE (Political, Economic, Social, Technological, Legal and Environmental) analysis and a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis, This paper aims to provide a deeper understanding of market penetration when launching a new service category and brand in an emerging market like India, alongside what it means to have female leadership at the helm, which is itself innovative when it concerns the aviation industry.

Through extensive research and the utilization of publicly available data, this paper aims to present a comprehensive overview of JetSetGo's remarkable journey. By closely examining the company's rise to prominence and its strategies to overcome challenges, this study aims to identify critical success factors and lessons that can be applied by other players in the private charter aviation industry. All the data that will be used

to back up or make the claims is derived from various articles, press releases, interviews with Kanika and data available on the website of the company. I understand that the publicly available data might contain some exaggerations and biases and so the best efforts have been made not to let these influence the analysis in this paper and the takeaway points I conclude with.

JetSetGo: A Pioneering Player in the Private Charter Aviation Industry

JetSetGo, founded in March 2014, has emerged as a trailblazer in India's private charter aviation industry, revolutionizing the way luxury travel is experienced in the country- ([JetSetGo](#)). The main vision for this company is to offer Indian customers the option to charter the finest private jets, helicopters, and planes to travel in, but at more affordable prices. “At first, I thought I’d do something like a digital platform or a mobile app where you can book a flight,” says the CEO of the company, Kanika Tekriwal. The idea was that plane owners could list their aircraft on the site, and customers could book a plane or a helicopter for their needs. “I felt I was the next Mark Zuckerberg and was going to take over the world. But pretty soon she realized that an app was not really going to solve the problem because aircraft owners often canceled bookings at the last minute.” So, Kanika Tekriwal, the co-founder of JetSetGo, went around and met airplane owners offering to manage their planes, thus creating a whole new market. “And when demand began to exceed supply we went out and started buying our own planes,” she says. (Raj). This was the first platform of its kind to be started by an Indian, and so, naturally people didn’t adopt it as quickly, but as the word spread and people got to know about the quality of the service, the business quickly achieved success. Now there are a lot of companies that offer charter air services in India but JetSetGo still managed to be at the top with almost 80% of India's private jet fleet on-board. ([Tracxn](#)) the company is also famously known as the Uber of the skies.

SWOT analysis of JetSetGo:

What is SWOT analysis?

SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis is a marketing framework used to evaluate a company’s competitive position and to develop strategic planning. SWOT analysis assesses internal and external factors, as well as current and future potential. - ([Investopedia](#)). I will be doing a SWOT analysis of JetSetGo to show how it was internally positioned to enter the Indian market as a new sector arrival as well as a new brand, and therefore, what factors it needed to strategically consider in planning its market entry.

Strengths:

Being the first private company to offer charter air services in India, the company gained a significant first-mover advantage, which played a pivotal role in boosting its success and market reach. This early lead allowed JetSetGo to establish itself as a frontrunner in the industry and set the standards for luxury air travel in the country.

The key factors behind JetSetGo's continued success are its unwavering focus on innovation, and customer-centric approach. The company understands that the aviation industry is dynamic, requiring constant adaptation to meet the evolving needs of its customers. By offering a diverse fleet of planes and aircraft and catering to unique travel plans like the revered *Char Dham Yatra*, The Char Dham Yatra is a pilgrimage route that covers the four devotional Dhams- Yamunotri, Gangotri, Kedarnath and Badrinath- ([JetSetGo](#)). JetSetGo demonstrates its commitment to delivering the best-in-class services to its clientele. The company's emphasis on providing unmatched experiences ensures strong customer loyalty, even considering the premium pricing associated with luxury air travel.

Building strong and personal connections with customers has been central to JetSetGo's success. By understanding and anticipating the market trends through this close relationship, the company is better equipped to develop proactive contingency plans. This strategic foresight allows JetSetGo to make well-informed decisions, ensuring long-term customer satisfaction and loyalty.

JetSetGo's ambition extends beyond domestic boundaries, as it has ventured into international travel destinations. This expansion will not only broaden its customer base but also enhance its global brand recognition. By establishing itself on the international stage, JetSetGo will strengthen its position as a premium aviation service provider, attracting discerning customers worldwide.

These strategic initiatives have not only led to high sales and revenue generation but also contributed to maintaining a distinguished company profile. JetSetGo's unwavering commitment to delivering unparalleled luxury travel experiences, backed by customer-centric strategies and informed decision-making, has solidified its position as a trailblazer in India's private aviation industry. As the company continues to soar to new heights, its dedication to innovation and customer satisfaction remains the driving force behind its remarkable success.

Weaknesses:-

Despite holding a first-mover advantage in the Indian private aviation market, JetSetGo has not fully capitalized on this opportunity to expand into other emerging economies, which could have potentially boosted their revenue and sales. Currently, the company's primary operations remain focused on India, overlooking a considerable customer base beyond its national borders. This limited geographical reach has resulted in a somewhat stagnant group of target customers, primarily consisting of high-income individuals willing to pay a premium for luxury air travel. As such, JetSetGo faces the challenge of catering to a niche market, which restricts its potential for growth and brand extension.

To overcome these limitations and broaden their customer base, JetSetGo must diversify its offerings beyond exclusive private jet and charter plane services. By venturing into the development of more accessible services, the company can appeal to a wider audience that may not be able to afford the high-end luxury experiences currently on offer. Expanding their product portfolio would not only increase their customer base but also boost revenue generation, driving the company towards sustainable growth.

Furthermore, the lack of an effective social media marketing strategy has contributed to the company's relatively static customer base. While they have managed to retain loyal customers, JetSetGo has struggled to attract new ones due to inadequate brand exposure on popular social media platforms. Establishing a strong and engaging presence on social media is imperative for creating hype around the brand and enticing potential customers to explore their services.

Moreover, the absence of influencer marketing has hindered JetSetGo's ability to increase brand awareness among the masses. Collaborating with well-known personalities to endorse their brand can significantly enhance brand visibility and foster a positive perception among potential customers. Influencer marketing has proven to be a powerful tool for expanding brand reach and attracting new clientele.

Additionally, JetSetGo faces new competition in the market from companies that, despite not enjoying a first-mover advantage, offer a more diverse product portfolio and possess stronger recognition and international presence. Some of these companies include, Boutique Air has been providing air charter to private groups and individuals since 2007. Boutique Air is now offering service to commercial travelers bookable on its website and through travel agencies, Victor is an on-demand B2C jet charter platform specializing in the private aviation industry. Launched in 2011, the company offers a fully-transparent, subscription-free, globally 'on-demand' marketplace allowing members to swiftly check pricing options and aircraft specifics before booking the flights they need. Victor's unique combination of smart technology and exceptional 'high touch' customer service means that its B2C customers – with access to thousands of aircraft via a global network of over 200 partner operators – are always connected and in control, Aero operates semi-private jet flights to in-demand destinations. Its platform matches travelers to premium seats or shared charters. It was formerly known as FlightTech. The firm was founded in 2014 and is based in San Francisco, California- ([CBinsights](#)) . To maintain its competitive edge, JetSetGo must prioritize continuous improvement and innovation to remain at the forefront of the industry. Enhancing their offerings and exploring new market segments will enable the company to solidify its position and ward off the threat of competitors gaining traction.

While JetSetGo's first-mover advantage provided an initial boost, the company must strategize to expand beyond India and diversify its product portfolio to appeal to a broader customer base. Implementing effective social media and influencer marketing strategies, along with adopting eco-friendly practices, will bolster the brand's reputation and attract new customers. Continuous innovation and competitive adaptation are vital to

safeguard the company's position against emerging market players. By doing so, JetSetGo can remain a formidable force in the private aviation industry, securing sustainable growth and success.

Opportunities:-

JetSetGo has several promising opportunities that can enhance its market positioning and elevate its brand value, paving the way for sustained growth and success. By forging strategic alliances and partnerships with other companies, the business can explore avenues for expansion, gaining a stronger foothold in the market and attracting a larger customer base. Collaborating with established entities offers access to new markets and enables JetSetGo to showcase its services to a wider audience.

Investing in a robust social media marketing strategy presents a significant opportunity for JetSetGo to amplify brand awareness and engage with potential customers. By generating buzz advertising, the company can create a captivating online presence, leveraging creative market promotions and engaging influencers or celebrities to endorse its services. A celebrity's endorsement can not only draw attention to the brand but also instill a sense of glamor and aspiration, enticing new clientele to explore the exclusive world of JetSetGo.

Furthermore, product extension or differentiation presents a valuable opportunity for JetSetGo to distinguish itself from competitors in the increasingly competitive private aviation market. By introducing unique offerings or tailoring services to cater to specific customer preferences, the company can augment its appeal and retain existing clients while attracting new ones. Differentiated services can highlight JetSetGo's commitment to personalized experiences, setting it apart as a premium provider of luxury travel solutions.

Embracing green practices and sustainable initiatives represents a strategic opportunity for JetSetGo to address growing environmental concerns associated with air travel. By implementing eco-friendly measures and adopting cleaner technologies, the company can mitigate its environmental impact, fostering a positive brand reputation and resonating with environmentally conscious customers. This not only aligns with global sustainability trends but also shields JetSetGo from potential scrutiny by environmental advocacy groups, safeguarding its growth trajectory.

Introducing new and enticing special offers can further bolster the company's promotional efforts, attracting new clientele and driving higher sales. By crafting compelling packages and exclusive deals, JetSetGo can entice potential customers to experience its premium services, creating a sense of exclusivity and luxury associated with the brand.

In conclusion, JetSetGo possesses significant opportunities to elevate its market positioning and brand value by leveraging strategic partnerships, investing in social media marketing, exploring product extension, embracing sustainability, and introducing compelling offers. Each avenue represents a pathway towards enhancing the company's presence in the market, attracting a diverse clientele, and securing a strong foothold in the dynamic and competitive world of private aviation. By capitalizing on these opportunities and continuously innovating, JetSetGo can solidify its position as a leader in luxury travel, setting new standards for excellence in the industry.

Threats:-

JetSetGo faces several significant threats, primarily arising from the intensifying competition in both the Indian and international markets. As new players emerge, the company must proactively maintain its brand image and awareness to retain a strong and loyal customer base. By focusing on delivering exceptional services and highlighting its unique value proposition, JetSetGo can mitigate the impact of emerging competitors and solidify its position in the market.

Moreover, the private aviation industry faces the challenge of me-too entrants, particularly in the Indian market. The ease with which competitors can replicate JetSetGo's services presents a risk of service duplication, where customers may prioritize price over brand loyalty. To counter this threat, JetSetGo must continuously

innovate and differentiate its offerings to provide exclusive experiences that cannot be easily replicated by competitors. By maintaining a cutting-edge approach and constantly evolving, the company can secure a competitive advantage.

Government regulations also pose a significant threat to JetSetGo's operations. Potential future laws governing carbon emissions could impact the aviation sector, both commercial and private. Complying with such regulations may initially incur higher costs, but the company can adopt sustainable and eco-friendly practices gradually to align with evolving environmental norms. By embracing green initiatives proactively, JetSetGo can demonstrate corporate responsibility while ensuring long-term cost savings and mitigating potential regulatory risks.

Another challenge lies in the high pricing of the company's services. Inflationary pressures and price increases may deter potential customers from utilizing JetSetGo's luxury travel offerings, leading to reduced sales and revenue. To address this threat, the company should consider implementing innovative pricing strategies that offer value for money while maintaining the perception of exclusivity and premium service. By striking the right balance between price and perceived value, JetSetGo can attract and retain a wider range of customers.

Another critical aspect that JetSetGo should address is the growing concern over environmental issues associated with air travel. As air travel contributes to air pollution and is a leading cause of global warming, consumers are increasingly gravitating towards eco-friendly options. The company's current lack of eco-friendly practices may not only tarnish its brand reputation but also alienate environmentally conscious consumers. Therefore, implementing environmentally friendly practices and promoting eco-conscious initiatives will demonstrate corporate responsibility and align the brand with evolving consumer preferences.

JetSetGo encounters noteworthy threats, including mounting competition, imitation risks, government regulations, and pricing challenges, environmental threats. To navigate these potential pitfalls successfully, the company must prioritize brand management, continuous innovation, and differentiation. Additionally, embracing sustainability and exploring pricing strategies will be crucial in ensuring sustained growth and profitability. By proactively addressing these threats, JetSetGo can fortify its market position, enhance customer loyalty, and thrive amidst a dynamic and evolving aviation landscape.

PESTLE analysis:

A PESTLE analysis is a tool used to gain a macro picture of an industry environment. PESTLE stands for Political, Economic, Social, Technological, Legal and Environmental factors. It allows a company to form an impression of the factors that might impact a new business or industry. Some factors will be more important to different types of businesses, and a PESTLE analysis will help identify risk factors for the SWOT analysis. - ([The University of Sydney](#))

Political Factors

Political factors indeed play a pivotal role in the functioning of a company, particularly in the aviation industry. Changes in government regulations and policies can significantly impact business operations, sales, and clientele. For airlines like JetSetGo, adherence to regulatory requirements, licensing, and permits is essential for maintaining legal and smooth operations. Any alterations in these regulations may limit or even restrict aircraft operations, leading to potential losses in sales and clientele.

One critical political factor is environmental regulation. As the aviation industry faces growing pressure to address its environmental impact, compliance with environmental controls becomes crucial. Implementing environmentally friendly practices may incur higher costs for the company, affecting retained profits. Moreover, stringent environmental regulations may necessitate substantial changes to existing operations and require substantial investments to achieve sustainability.

International relations between countries also hold significance for JetSetGo's expansion plans. Diplomatic relations can influence the feasibility of establishing operations in certain countries. Political tensions

and trade barriers can make it challenging for the company to operate efficiently in those regions. Tariffs and other trade restrictions can increase operating expenses, making it economically unviable to expand into certain markets.

To ensure success in the face of political challenges, JetSetGo should proactively monitor changes in government regulations and adopt a flexible approach to adapt to evolving requirements. Embracing environmentally conscious practices can not only align with global sustainability goals but also enhance the company's reputation and appeal to eco-conscious clientele. Additionally, conducting thorough market research and understanding the political climate of potential new locations will help the company strategize its expansion plans effectively.

By focusing on compliance, sustainability, and prudent international market analysis, JetSetGo can navigate the complexities of political factors and position itself for long-term growth and success in the highly competitive aviation industry.

Economic factors:

The economic conditions of a country play a pivotal role in influencing the fortunes of companies, especially in the aviation industry like JetSetGo. During economic recessions, people tend to cut back on discretionary spending, including travel. Consequently, the demand for air travel declines, leading to reduced sales and financial losses for the company. In India, where fuel resources are limited, fluctuations in fuel prices can significantly impact JetSetGo's operational costs. Since aviation heavily relies on fuel, any increase in fuel prices can put pressure on the company's bottom line and profitability.

Moreover, economic downturns create an atmosphere of uncertainty and risk, making potential investors cautious about investing in the aviation sector. This lack of investment can hinder JetSetGo's ability to secure sufficient funds to sustain its operations during challenging economic periods. To navigate economic downturns successfully, JetSetGo must employ strategies to enhance financial resilience. Diversifying revenue streams, identifying cost-cutting measures without compromising safety or service quality, and conducting comprehensive risk assessments are essential steps to weather economic fluctuations.

During times of economic prosperity, however, the company can experience a surge in demand for air travel. When individuals have higher disposable incomes, they may perceive private air travel as a feasible option and be willing to afford it. This presents a significant opportunity for JetSetGo to boost its sales and profitability.

Furthermore, a robust economy can attract more investors to the aviation business, infusing it with higher levels of capital for growth and expansion. The availability of substantial investment funds can be utilized to further enhance the company's services and operations. To capitalize on these favorable economic conditions, JetSetGo should focus on building strong customer relationships and offering attractive incentives to cater to the increased demand. Strategic route planning and investments in fuel-efficient technologies can also help optimize operations during times of economic prosperity.

By being proactive in addressing economic challenges and seizing opportunities during favorable economic conditions, JetSetGo can establish itself as a resilient player in the aviation industry, maintaining its position as a leading service provider in the market.

Social factors:

Social factors play a crucial role in shaping consumer preferences and trends, and this influence extends to companies like JetSetGo operating in the aviation industry. The company's success is highly contingent on how well it aligns with prevailing social trends. When private air travel becomes a popular trend in India, and more individuals aspire to experience luxurious and exclusive travel, JetSetGo stands to benefit significantly. By offering reasonable prices for private jet charters and fulfilling the desires of consumers seeking a premium travel experience, the company can attract a growing clientele and witness a surge in sales and business potential.

However, social trends can also present challenges for JetSetGo. Heightened environmental concerns may prompt customers to seek greener and more sustainable travel alternatives, avoiding air travel to reduce their carbon footprint. To mitigate the negative impact of this trend, the company must proactively address environmental concerns. By adopting greener practices, such as investing in fuel-efficient aircraft, offsetting carbon emissions, and promoting sustainability initiatives, JetSetGo can appeal to socially-conscious customers and retain its client base.

Embracing these eco-friendly measures not only aligns with the changing consumer mindset but also demonstrates corporate responsibility, enhancing the company's reputation in the industry. To bolster its position in the face of evolving social trends, JetSetGo should continually monitor consumer preferences and invest in market research. Understanding the shifting demands and expectations of its target audience will enable the company to tailor its services accordingly.

Additionally, JetSetGo can leverage marketing and public relations efforts to showcase its commitment to sustainability and social responsibility. By promoting its greener initiatives and showcasing how it actively contributes to environmental conservation, the company can enhance its brand image and appeal to a broader customer base.

Social factors significantly impact JetSetGo's business trajectory. By staying attuned to prevailing social trends and consumer preferences, and proactively adapting to meet changing demands, the company can capitalize on opportunities and overcome challenges. Building a reputation as a socially-conscious and environmentally responsible aviation service provider will not only attract new customers but also solidify its position as a leading player in the industry.

Technological factors:

The aircraft industry has witnessed a constant stream of updates and technological advancements. Such innovations profoundly influence how companies operate, particularly in terms of customer accessibility and appeal. For JetSetGo, staying abreast with cutting-edge technology is crucial as it enhances the convenience and experience for its high-profile clientele. JetSetGo's website serves as a vital platform for clients to effortlessly book private aircraft, select their preferred aircraft type, all with the ease of access from their mobile phones or laptops. This streamlined and user-friendly process is especially advantageous for busy business individuals who value their time. By providing such efficient services, JetSetGo caters to the needs of its esteemed clientele, making it a preferred choice for private air travel.

Advancements in aircraft technology have also been transformative for the industry. Fuel-efficient aircraft have become a game-changer, as they significantly reduce operating costs and environmental impact. Companies like JetSetGo can benefit immensely by adopting these technologies, as it not only cuts expenses but also aligns with the increasing demand for sustainable practices in the aviation sector.

Additionally, investing in avionics and other onboard technologies can enhance aircraft efficiency, safety, and overall performance. By equipping their aircraft with state-of-the-art avionics systems, JetSetGo can improve navigation, communication, and operational capabilities. This can further elevate the travel experience for their clients and strengthen their reputation as a modern and innovative aviation service provider. To maintain a competitive edge in the industry, JetSetGo should remain proactive in exploring and implementing emerging technologies. Conducting research and development to stay ahead of the curve will ensure they continue to meet the evolving demands of their clientele. Moreover, collaborating with aircraft manufacturers and industry experts can facilitate access to cutting-edge solutions and foster a culture of continuous improvement.

By embracing technology and focusing on sustainable advancements, JetSetGo can not only enhance customer satisfaction but also boost its financial performance and position in the aviation market. Striving for innovation and efficiency will enable the company to achieve its objectives while maintaining a strong commitment to meeting the evolving needs of its esteemed clientele. Also advertising these innovations to their

customers, as aspects that make JetSetGo superior to competitors, is important. A competitor may offer the same advantages, but if JetSetGo is the first to 'own' a feature or innovation, the association will be with them as a market leader rather than as a follower.

Legal factors:

The airline industry operates within a framework of stringent regulations designed to prioritize passenger safety. These regulations encompass a wide range of requirements that aviation companies must adhere to in order to ensure secure and smooth flight experiences for all passengers. These requirements include the acquisition of certificates, adherence to meticulous maintenance standards, and the deployment of aircraft that are equipped to meet rigorous safety standards. Although meeting these requirements can incur costs, the maxim 'better be safe than sorry' aptly captures the industry's commitment to prioritizing passenger safety above all else.

JetSetGo, in particular, has demonstrated an unwavering dedication to meeting and exceeding these safety requirements since its inception. By consistently upholding these standards, the company has fostered a strong sense of trust and loyalty among its clients. This trust forms the bedrock upon which JetSetGo's reputation is built, as clients recognize and appreciate the company's steadfast commitment to their safety and security.

Given the inherent costs associated with operating in the aviation sector, JetSetGo has taken proactive measures to safeguard its assets and its clients. The aviation sector involves substantial investments in aircraft, which are not acquired at a modest price. To mitigate potential financial risks and liabilities, the company has wisely opted for insurance coverage. This strategic decision serves to safeguard the company's financial stability by covering the costs associated with its valuable assets. Furthermore, having insurance coverage provides a layer of protection for clients against unforeseen accidents or mishaps, enhancing their confidence in JetSetGo's dedication to their well-being.

In essence, JetSetGo stands as a testament to the airline industry's rigorous commitment to passenger safety. By meeting and surpassing regulatory requirements, the company has built a foundation of trust and loyalty with its clients. Concurrently, its prudent investment in insurance safeguards not only its financial stability but also fortifies its pledge to delivering secure and worry-free travel experiences. In an industry that places a premium on safety, JetSetGo's approach exemplifies how a fusion of regulatory compliance, client trust, and financial prudence forms the bedrock of a successful and reputable aviation enterprise.

Environmental factors:

The aviation industry is under growing scrutiny to tackle its environmental footprint. Companies like JetSetGo must prioritize the reduction of aircraft emissions through the adoption of greener and more fuel-efficient techniques. This approach is essential to mitigate the substantial carbon footprint associated with aviation.

In order to preserve a positive brand image, JetSetGo should proactively engage in efforts that contribute to a cleaner environment. By focusing on environmentally-friendly practices, the company can garner public and governmental support. These actions not only align with evolving environmental regulations but also reflect a commitment to responsible and sustainable aviation practices.

Leadership and vision of Kanika Tekriwal

Kanika Tekriwal the founder of JetSetgo was a girl with ambitious dreams that were held back by her family, but that didn't let her stop herself, nor did a bout with cancer. She has made history as one of youngest, richest females in India owning 10 private jets herself. Tekriwal reminisces about her drive to succeed:

Being unexpectedly diagnosed with cancer at a young age gave me an early realization of the extent of my mental strength and how I could channelise it to achieve or overcome anything at all. It is this sense of strength that also helped me professionally every time I faced a gender bias in the male-dominated aviation industry or when I was at the receiving end of prejudiced comments about being a woman and being too young. Despite these recurring hurdles, I decided that the success of my business would only

be determined by my extraordinary ideas, competencies to execute them and my sense of self-worth. So from day zero, I was fully conscious of the discouragement and biases I was going to face in my journey ahead, but I decided to walk this path with complete conviction and commitment anyway. This was largely possible due to the awareness about my inner strength and unwavering self-belief.- (Balakrishnan)

Kanika remembers being at “the receiving end of prejudices about being a woman and being too young.” There were insinuations that she “didn’t belong in this ‘boys-only’ aviation club.” It took grit and determination but she knew “that the success of [her] business would be determined only by [her] ideas, [her] competencies to execute them, and [her] sense of self-worth.”. Having achieved success, Tekriwal has tried to change gender perceptions for good. She points out that in 2019, the company “took an oath to be a gender-neutral organization, and, today, about 30 percent of our team comprises women, especially in critical leadership roles.”- (Kmadar). She considers her team to be her biggest strength and she says that her team is her biggest source of motivation, which shows a democratic style of leadership. As a fierce opponent of the ‘Yes sir, yes ma’am’ culture, she believes in collaborative decision making and often bounces ideas off of some senior team members before taking a decision. - ([Gulf news](#))

. In the midst of the COVID-19 pandemic, Tekriwal demonstrated her compassionate brand of leadership when she astutely recognized the significance of helping her highly skilled employees maintain their jobs during those challenging times.. By supporting her team in difficult times, she created company loyalty and brought the team members closer together as one ‘family.’

In the post-pandemic travel industry context, marked by minimal travel and widespread business closures, JetSetGo continues to do well because of Tekriwal’s people-oriented approach to doing business – both in terms of how she treats employees, as well as her clients..

So, how does she define success?

“Very often, success is measured by what other people have to say about you... it’s about validation. I don’t agree or believe in that,” says Kanika, whose most memorable day in her career was when her own plane joined her fleet of aircraft. “To me success is about being able to sleep without a worry. And I say this because peaceful sleep is the hardest to achieve today. Success is also being able to look at myself in the mirror with pride and be happy with what I am doing.” - ([Gulf news](#))

So, what can we use from marketing research on leadership that can depth here or where you can add something to existing scholarship through this example?

COVID-19

The pandemic was in many ways a game changer for the business of flight charters. “It changed people’s perceptions towards travel and charter flights,” says Kanika Tekriwal, who the BBC chose as one of 100 inspirational women in the world.- [BBC](#)

“If private jets were considered an uber luxury option or massively expensive, the pandemic redefined this notion. People became more concerned about their health and privacy, and began considering the option of chartering a flight for their family’s or small groups’ travel.”- (Gulf news)

If earlier it was only top business heads and HNWIs (High Net-Worth Individuals) who were opting for charter flights for business-related travel, today Tekriwal says there is an increase in people ‘hiring’ flights for personal reasons. Recently, a client chartered an aircraft to celebrate her mother’s birthday with the family in the sky. Kanika’s team arranged that, even personalizing the decor in their small private jet.

Her company, popularly known as the Uber of the skies, also hires out private jets for leisure and pilgrimage trips and weddings, too. Within India, Goa, Rajasthan and Kerala are top tourist destinations for charter flights, while internationally, Maldives and Dubai are hugely popular. - Gulf news

Furthermore, her leadership style is marked by a transparent and open communication approach. Amid the lockdown, she personally engaged with her employees through a letter, candidly detailing the company's condition. This forthright communication instilled a sense of trust and assurance, ensuring that the employees were well-informed about the company's standing and its path forward. This willingness to openly address challenges and uncertainties reflects her genuine concern for her employees' understanding and peace of mind.

Success factors of JetSetGo

JetSetGo stands as a formidable market entrant that has reshaped the trajectory of air travel within India. This revolutionary step in the Indian aviation market catapulted the company into massive success. To understand the factors contributing to its success, I used the SWOT and PESTLE models. This analysis provided useful details about the market environment, and the Indian aviation sector, as well as shed light on the regulatory landscape that governs the industry, and challenges that the company faces to maintain its leadership position in the competitive arena. Moreover, this exploration unearthed the underlying elements that have established JetSetGo in the Indian aviation industry and have built employee and clientele loyalty.

JetSetGo's ascendancy can be attributed to its innovative mindset, continually unveiling updates and enhancements that streamline the customer experience. A cornerstone of its success lies in the meticulous cultivation of customer relationships. The company's commitment to surpassing expectations and curating extraordinary flight experiences has fostered profound connections with passengers. Such dedication extends to its internal stakeholders as well. With over 200 employees as of 2023, JetSetGo's emphasis on their welfare not only sustains a favorable brand image but also propels a motivated workforce.

Conclusion

In the world of luxurious air travel, JetSetGo has emerged as a powerful force, reshaping not just the course of India's aviation sector but also making its mark on the global travel scene. Guided by the visionary leadership of Kanika Tekriwal, the company's innovative strategies have propelled it to the forefront of this exclusive industry. Through careful examination of the company's strengths and weaknesses using the SWOT framework, and a comprehensive assessment of the broader external environment through the PESTLE analysis, we've gained deep insights into the factors shaping JetSetGo's journey.

The company's unwavering focus on safety, customer satisfaction, and technological advancement sets it apart as a symbol of excellence. By continuously enhancing its services and nurturing strong client relationships, JetSetGo has fostered a loyal following. The company is seen not merely as a service provider, but as a partner in crafting luxurious travel experiences.

The challenges posed by the COVID-19 pandemic highlighted Kanika Tekriwal's exceptional leadership. Her decision to protect employee salaries during tough times highlighted her commitment to her team's well-being, reflecting the core values of the company. This approach, combined with transparent communication and unwavering support, demonstrated a unique blend of leadership, compassion, and business acumen.

JetSetGo's journey has not been without hurdles. Emerging environmental concerns and evolving regulations have compelled the company to find a delicate balance between luxury and environmental responsibility. The call for sustainable practices isn't just a moral obligation, but a strategic need to gain public support and align with changing market trends. In this context, the company's dedication to aircraft technologies that reduce emissions represents a significant step toward a sustainable future for high-end air travel.

Despite its impressive achievements, JetSetGo is on the cusp of further expansion. Investing strategically in social media marketing offers a way to amplify its reach, connecting with influential circles seeking exceptional travel experiences. Concurrently, broadening its geographical reach beyond Dubai and New York opens doors to diverse markets and clientele seeking luxury and exclusivity.

In summary, JetSetGo epitomizes the fusion of innovation, resilience, customer-centricity, and ethical responsibility. Kanika Tekriwal's leadership has given rise to a company that not only leads the redefinition of luxury air travel but embodies empathy-driven entrepreneurship. By tackling sustainability challenges, embracing new technologies, and venturing into new territories, JetSetGo is poised to soar higher, creating new standards in the world of premium aviation experiences. The conclusion is also largely repetitive. This is where some of the marketing scholarship on new market leaders could have made a final point with reader impact.

ENDNOTES

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