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TERMINAL VALUE METHOD FOR DETERMINING IPO  
Terminal value is a very important concept in the valuation of the firms, since it constitutes about 60% to 80% of the total enterprise value of the company.

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JetBlue airways IPO valuation. Case study—JetBlue airways IPO valuation Introduction: As a leader of airways industries, JetBlue is successful because of professional services and a good management team. In 2002, JetBlue became a public company. Despite the fact that US airline industry had witness 87 new airline failures over the previous 20 years, Jetblue overcame difficulties and expressed confidence in the bright future.

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JetBlue's management board also prove the advantages listed. Based on some analysis of the case, three clear disadvantages reflect going public does not seem such fine. Firstly, the initial and ongoing expenses of going public are costly and multifarious.

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price within the range of \$27 to \$29. This range is below the price per share of all leading multiples estimates and is below the DCF estimate.

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figures in millions Number of aircraft \$ revenue/plane 2001  
2002E 2003E 2004E 20 2007E 2008E 20 2010E 108 113 34  
\$15.3 S17.6 \$18.4 48 62 4 1 \$21 \$22.8 \$23.8 \$24.9 4% % 13.4%  
13.4% 13.4% 16% Expected inflation rate Operating margin 4%  
1.5% 490 4% 8.4% 10.0% 121% 12.7 S depreciation per aircraft  
S net capital exp per incremental aircraft ...

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## **JETBLUE AIRWAYS IPO VALUATION JetBlue Financial Fo ...**

Jetblue Airways Ipo Valuation Case Study Solution JetBlue Airways IPO Valuation Summary In July 1999, David Neeleman announced his plan to launch a new airline that would bring “humanity back to air travel.” Despite the fact the airline industry had 87 new-airline failures in U.S. over the past 20 years.

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