

1. What feature makes Skyscanner different from other companies?

2. Who are the users of Skyscanner?


3. How did Skyscanner become the most popular flight search engine?

4. How did objectives and values set in the beginning form a big corporate?

5. How did mission of the company impact on success of the business?

6. Which values were the most important in starting a business?

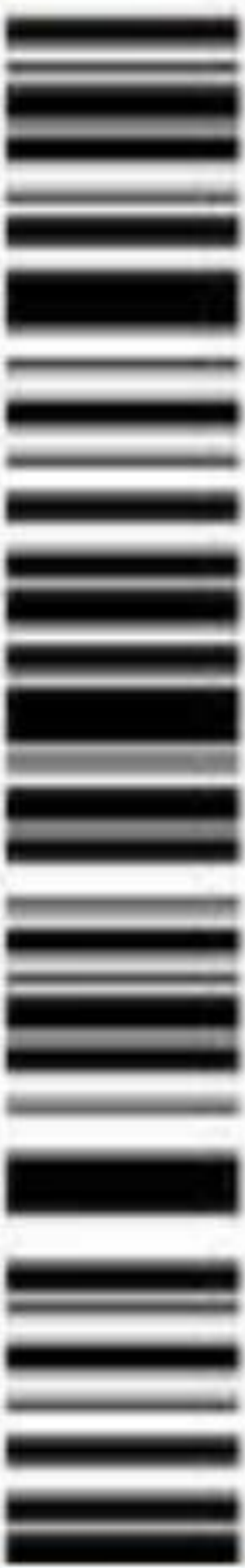
1. Skyscanner finds the best flight information and displays the cheapest deals under 30 seconds. The company has a website and a mobile application that allows to use it easily anywhere in the world. Skyscanner Price Alert feature is a great way to track prices on a particular flight. You can save money by monitoring a flight you're interested in and buying it when the prices have dropped. With the Cheapest Month feature, you can instantly view and select the cheapest month to book your flight. It also allows you to search flights to "everywhere", that way you can pick a destination based on the lowest price. And most of all Skyscanner is completely free to use.
2. Skyscanner is used by people who like to plan their travels from the begging. This site is addressed to brave often spontaneous customers who no longer wants to rely on travel agencies and plan everything by themselves. Every customer is different, however they have one thing in common – love for travel.
3. The reason why Skyscanner has become the most recognizable company in travel sector is that the founders found the niche on the market and additionally met the expectations of clients.
4. Having objectives is an important factor for successful companies. In this case, Skyscanner always does its best to follow goals and rules formed in the beginning. Thanks to that, the company is still regarded as the most recognizable flight search engine.
5. The mission of the Skyscanner had a big impact on its success, it clearly sets goals and motivates staff to their best.
6. In starting a business Skyscanner focused on values such as thought for customers, precision of flight researches and clearness of the website.



Airlines

Air Ticket


Boarding Pass



Name of passenger: Skyscanner
From: start-up
Final destination: success
Flight: long-haul flight
Gate: Edinburgh
Class: Business
Date: 2003
Seat: in first row
Worth of the journey: 1,75 mld \$
Extra luggage: 100 mln users monthly

The innovative start-up has overcome the travel sector thanks to a creative idea of dealing with daily problems of all humans who are in love with travelling.


Aim: We're on a mission to change how the world travels



Starting from the ground aiming for the sky

Online travel company, which lets people research and book travel options (flights, hotels, car hire), owned by the largest online travel agency in China. The site is available in over 30 languages. The company was formed by three IT professionals, Gareth Williams, Barry Smith, and Bonamy Grimes, after Gareth was frustrated by the difficulties of finding cheap flights to ski resorts.

by: Ewelina Niedojadło, Magdalena Bugajska, Joanna Sroka, Kamila Barczak



Conclusion: The example of Skyscanner shows that small start-up might become a well-known organization with many employees. Being the most recognizable flight search engine is not pure luck, it's a success achieved by hard-work, love for travelling and well-set objectives. For Skyscanner, every customer matters and their expectations are duties that must be fulfilled. Skyscanner also proves that even companies with little resources can become one of the leaders in the sector. It's an excellent example how an innovative idea can lead to a big success.