

FedEx

OVERVIEW

- **Brand introduction**
- **SWOT Analysis**
- **Business strategy**
- **Marketing strategy**
- **Marketing Mix**
- **Social Media presence**
- **Competitors**
- **Marketing campaigns**
- **Conclusion**

A photograph of a FedEx Office storefront, overlaid with a semi-transparent purple rectangle. The purple rectangle contains a white box with the word 'Introduction' in purple text. The storefront features a large 'FedEx Office' sign above the entrance. The entrance has glass doors and windows. A sign in the window lists services: 'COPY & PRINT', 'PACK & SHIP', 'SIGNS & BANNERS', and 'OFFICE SUPPLIES'. A person is visible inside the store. A blue and white accessibility sign is posted near the entrance.

FedEx Office

Introduction

FedEx Corporation was established in Little Rock, Arkansas in 1971 as Federal Express Corporation by Frederick W. Smith.

FedEx handles over 19 million packages. Also, FedEx owns 670 aeroplanes which makes FedEx's cargo fleet the largest in the world.



ANALYSIS

- **Strengths**
- **Weakness**
- **Opportunities**
- **Threats**

Brand Strengths:

- FedEx offers a wide range of its services to its domestic and international customers to ensure that all its potential customers in the market can turn to the company to fulfill their needs.
- FedEx has a brand value of approx. 24.2 billion.
- FedEx operates 220 countries across the world with 370 service locations, 13 Air Express Hubs, and 1950 operational express stations.

Brand Weakness

- **Bad customer service is one of the weaknesses of the company. There have been a lot of complaints against the delivery.**
- **FedEx is reliable in US markets for revenue. Depending on any one thing for the majority of the revenue is risky.**

FedEx



- FedEx has the opportunity to take full advantage of the high demand for delivery services in the e-commerce sector.
- Demand for the courier is increasing rapidly in the emerging markets in Africa, Asia and America.

FedEx



- For FedEx, Unstable fuel prices can be a threat.
- FedEx is losing its market share to old and new players as there is a stiff competition in the market. If the competition increases it will be a threat to the company.
- Trade tension between the China and US, sanctions, and trade control can have severe adverse effects on FedEx international transportation business.

Business Strategy:

FedEx has developed a unique business strategy as they committed to investing in the technologies to optimize its long-term earning performance and cash flows.

The company operates independently by focusing on their network to meet their customer needs, they work together to maintain and manage a loyal relationship with their customers.

FedEx mainly focused the 4 key areas like:

- **E-commerce**
- **Operational Excellence**
- **International Profitability**
- **Quality of revenue**

E-commerce:

Through their global transportation and technology network, FedEx has contributed and benefited from the development of e-commerce

Operational Excellence

FedEx is using operational excellence technology in various ways to improve the efficiency of entire FedEx.

International Profitability:

Through the FedEx aircraft fleet modernization plan, the merger of TNT express and FedEx express, the company is establishing a foundation of increasing international profitability

Quality of revenue:

FedEx company is working on improving the revenue quality by focusing more on small and medium-sized businesses.

Marketing Strategy

FedEx uses commercials, group SMS, sponsoring events, location-based events.

FedEx always sponsors Formula one also known as William F1. Both organizations have the perfect partnership with similar goals and values. FedEx has sponsored them for the past nine years.



FedEx uses 4Ps (Product, Price, Promotion & Place) of the marketing mix to increase their marketing.

- **FedEx Product Strategy**
- **FedEx Pricing Strategy**
- **FedEx Place Strategy**
- **FedEx Promotion Strategy**

Product Strategy

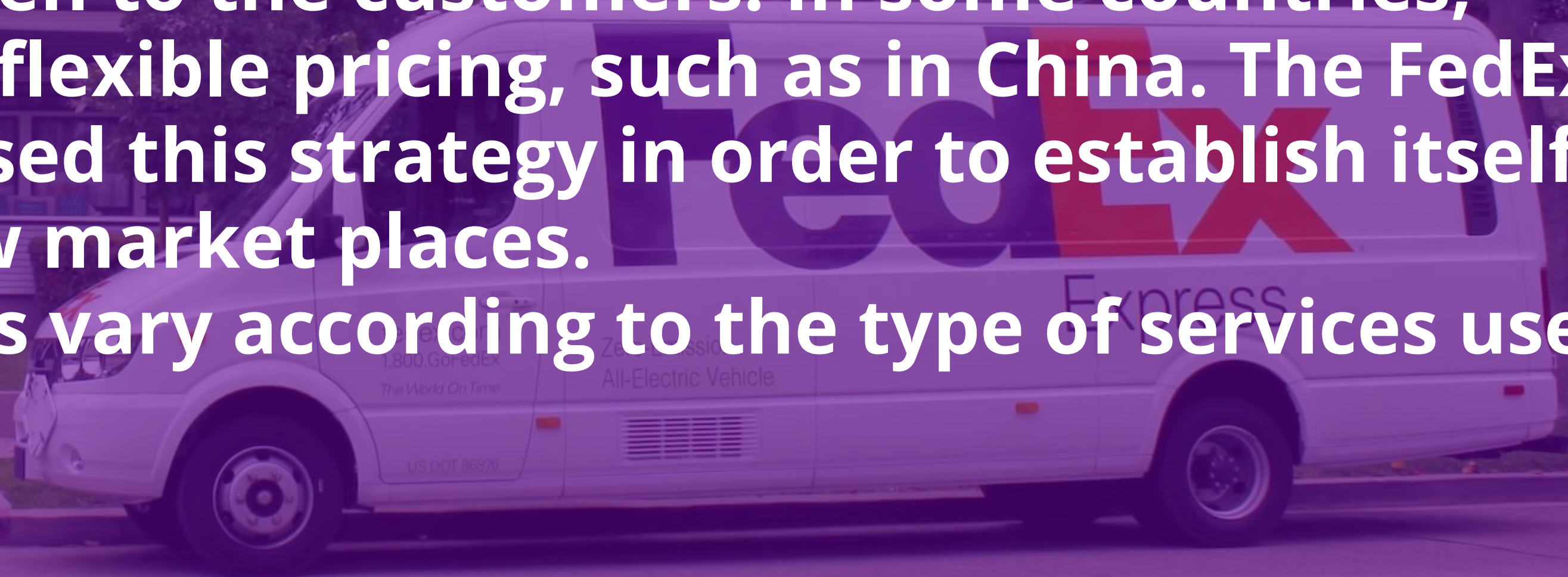
FedEx offers a wide range of services, including Shipping, Tracking, Managing your shipments.

In each of its services there are various offerings offered by FedEx to its customers. The company also has good market share in the freight segment.



Pricing Strategy

FedEx has adopted a premium pricing strategy for the services given to the customers. In some countries, FedEx kept flexible pricing, such as in China. The FedEx company used this strategy in order to establish itself in various new market places. FedEx prices vary according to the type of services used.



Place Strategy

FedEx is leading courier brand providing services in more than 220 countries. FedEx also provides internet facilities for any bookings. With FedEx services one can easily track it until it reaches the destination.



Promotion Strategy

FedEx has used a variety of channels to reach the audience. Outdoor hoardings are used frequently. FedEx has used various slogans to advertise the brand. Some popular FedEx phrases are “Be Absolutely Sure”, “Relax, it’s FedEx”, “The way the world works”.

FedEx present slogan is “What we deliver by delivering”.

Social Media Presence





FedEx ✓

@FedEx · Product/service

Send message

Hi! Please let us know how we can help.

Home

Photos

About

Community

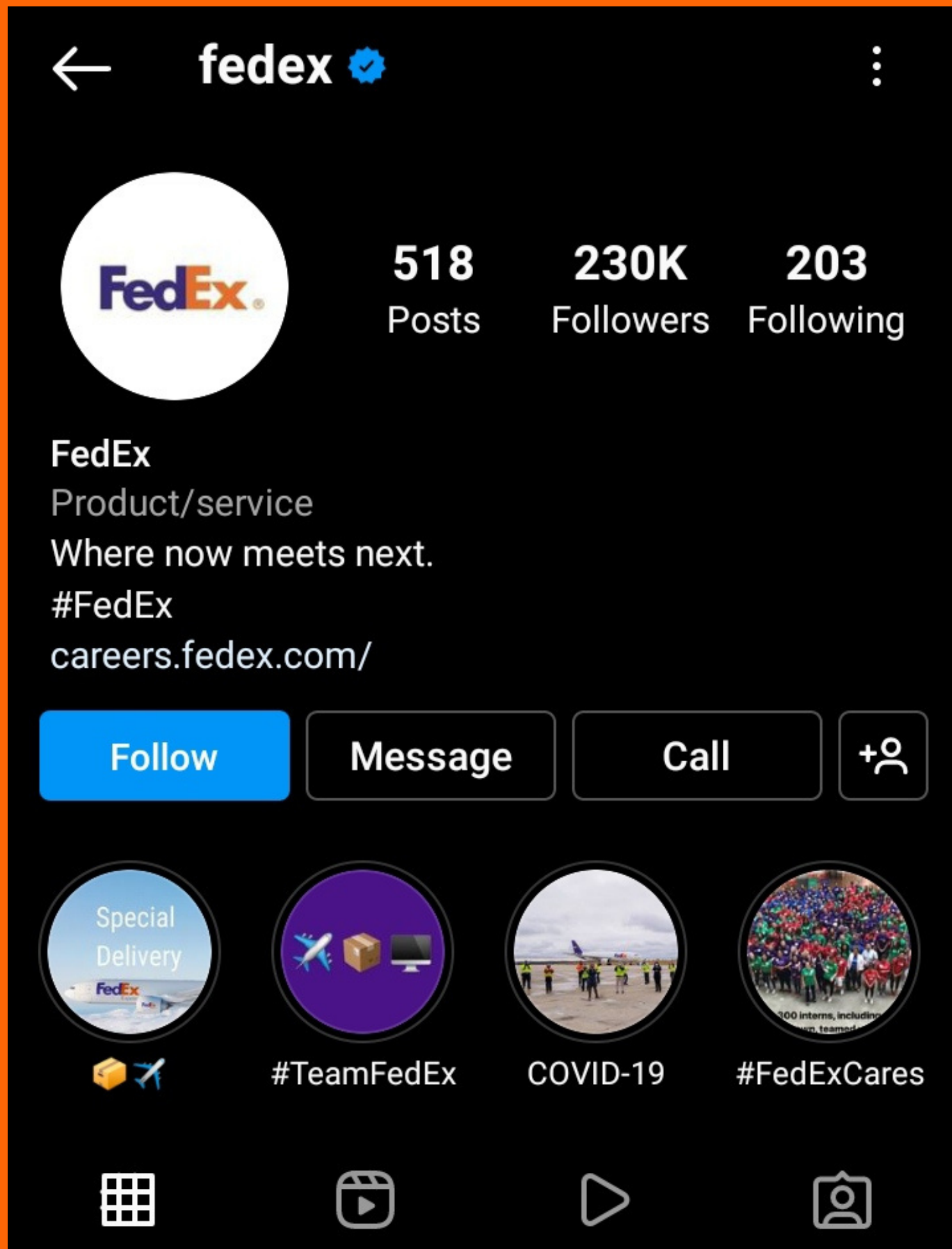
More ▼

Like



FACEBOOK

As FedEx gives importance to its services, it shows that they are friendly in all services through their various posts.



INSTAGRAM:

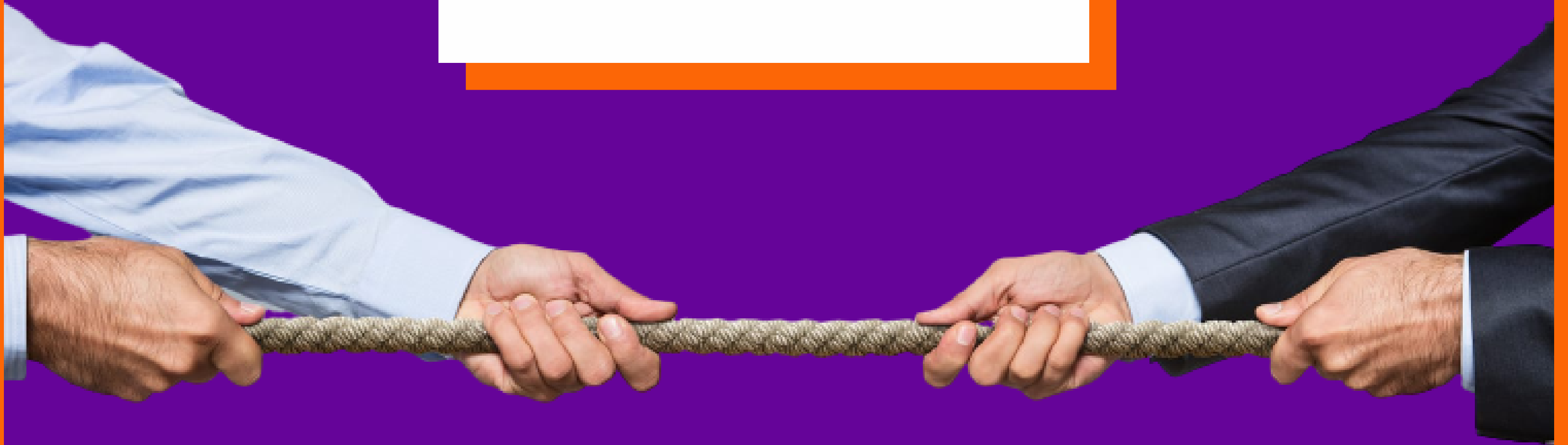
- Number Crunch: 230k
- FedEx is very active on instagram. Instagram posts have an great impact on customer relationships.



TWITTER:

- Number Crunch: 319k
- FedEx shows their way of services even in the pandemic period. FedEx used its Twitter account to share about this.

Competitors:





UPS

UPS {United Parcel Service} include freight based trucking operation, cargo airline, and retail based packing and shipping centres. UPS's main business is the timely delivery of courier services worldwide.

DHL

DHL is mainly a part of Deutsche Post DHL. DHL company is mainly focused on offshore and inter-continental deliveries. It has to expand a large amount in various nations to expand their service and because of their good financial conditions, DHL is considered as one of the top FedEx competitors.



CUSTOMER PAIN POINTS



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CUSTOMER PAIN POINTS:

- **Poor Customer Service.**
- **Brand Communication seems to be more one way.**

Marketing Campaigns:

Marketing campaigns are the part of marketing strategy and these campaigns are useful when it comes to increasing its popularity to the customers.

Advertising campaigns are mostly used by FedEx to grasp its audience

Here are some successful FedEx marketing campaigns :

- **Fast Talker**

This campaign was started in 1981 to 1983 which shows that FedEx is fast in packaging and delivering.



- **Take the Drama out for delivery**



FedEx launched this marketing campaign to highlight its capabilities in shipping between various markets in Asia.

CONCLUSION

FedEx is one of the successful brand. Here, we looked at the competitors who are giving very tough competition to FedEx.

FedEx should concentrate on their customer reviews because after this, the brand will have a strong media presence as compared to its various competitors.

THANK
YOU