

Report on dhl international assignment



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The world is standing at the threshold of a new millennium. We expect it to be full of successes, discoveries, developments and happiness and this will be possible due to globalization, technological advancements (changes) and the dramatic economic changes. Whenever we talk about economy, we mean financial performance of a country, company or a firm. So in this case the most used and the important term is technology. The term technology is the most crucial part of the business world as it helps us to give logistic supports on time. Origin of the report

The report titled as, “ Marketing Activities of DHL”, is to be submitted on 18th August 2008 to the course instructor Nazia Nabi (Lecturer, School of Business) who authorized and assigned us to do this report. Background of the report The report titled as, “ Marketing Activities of DHL”, is originated from the partial requirement of the course Services Marketing. It is actually a Joint student – faculty learning experience, where the students learn the Marketing Activities of several business service organizations or firms. Objective of the report This report seeks overall information about marketing activities.

By this report we tried to represent the actual relevant use of marketing activities in business. Basically there are two objectives behind doing this report, and they are as follows: The first and the foremost objective of the report is to fulfill the partial requirement of the course Services Marketing. The second objective of the report is to understand the marketing activities of a business organization. Benefit of the report The best part of this report is that the students get the opportunity to visualize the scenario of the marketing impact of the company through the analysis.

It also helps the student to understand the concept of applying several marketing strategies in Limitations of the report Although it was really an interesting experience to find out the implications of several marketing related activities in business as well as about the real business but I had to face my share of limitations while preparing the report and those limitations were: Time Constraints. Lack of proper information. The required information were quite scattered and hence to compile it was quite a difficult task.

Problems Statement The title of our term paper is “ Marketing Activities of DHL”.

We have discussed the activities of a specific company which is quite significant. We have chosen DHL. To complete this term paper we had to collect lot of information about the company. Source of Data We have collected some primary data from our text book and other reference book. Which data are related to our problem we have also used some lecture sheet of our respectable course instructor. We have collected most of the data's from the specific company. We have collected its background record, its present situation, the service and the marketing activity of DHL. Data Used

In a short time it is not possible to analysis lot data. We have also collected some data from the huge source of data. But we didn't use all of the data which we collected. Mainly we focused on the service of the specific company. Where does the name DHL come from? These are the first letters of the last names of the three company founders, Adrian Dalsey, Larry Hillblom and Robert Lynn. In 1969, Just months after the world had marveled at Neil Armstrongs first steps on the moon, the three partners took another

small step that would have a profound impact on the way the world does business.

The founders began to personally ship papers by airplane from San Francisco to Honolulu, beginning customs clearance of the ship's cargo before the actual arrival of the ship and dramatically reducing waiting time in the harbor. Customers stood to the rapid delivery of documents and shipments by airplane. The DHL Network continued to grow at an incredible pace. The company expanded westward from Hawaii into the Far East and Pacific Rim, then the Middle East, Africa and Europe. By 1988, DHL was already present in 170 countries and had 16, 000 employees. DHL Bangladesh

DHL Express is the first international air expresses company to set up operations in Bangladesh in 1979. Its Country Office is located in Dhaka with other offices in Comilla, Narayanganj, Chittagong, Sylhet and Khulna. DHL also has service centers in all Export Processing Zones of Bangladesh. DHL Express Bangladesh is headed by Desmond Quiah. Today, with over 250 employees and more than 40 operational vehicles, DHL Express Bangladesh is the largest Air Express Company operating in the country. DHL Bangladesh not only delivers documents and heavy weight parcels, but Iso provides value-added and innovative services to its customers.

With its experience in local and regional markets, you can expect the highest level of quality, service and more in total logistics solutions. ProductRange Fast and efficient services for dutiable and non-dutiable shipments include a wide range of products: Worldwide Document Express Worldwide Parcel Express Import Express Heawweight Parcel Express Junior Jumbo, Jumbo

Express Pallet Fashion First Time Definite Delivery Student Express Services

DHL is the world's leading express and logistics company offering customers innovative and customized solutions from a single source.

With global expertise in solutions, express, air and ocean freight and overnight transport DHL combines worldwide coverage with an in-depth understanding of local markets. DHL's harmonized international network links more than 220 countries and territories worldwide. DHL continues to be at the forefront of technology and with more than 1 50, 000 dedicated employees, guarantees fast reliable services aimed at exceeding customers expectations. DHL WORLD WIDE PACKAGE For dutiable shipments, we express deliver door-to-door to just about any destination in the world.

Our services include pick-up, customs clearance and delivery to consignee. You know your shipping costs upfront, so there are no hidden charges. DHL INTERNATIONAL DOCUMENT For non-dutiable shipments, which are not subject to customs clearance or import duties, we express deliver door-to-door to almost all the destination in the world. Our services include pick-up and delivery to consignee. shipments into any given country at any one time. We give you the flexibility to be directly in control of your deliveries costs when shipments. With Import Express, your goods will arrive faster, ahead of your competitors.

Also, with an all-inclusive pre-agreed pricing, you know the cost of your freight in your currency even before you import. All you settle is one invoice in one currency. We will even extend credit facility for the imports of your shipments world wide. Imagine what DHL is able to do for you – pickup

shipments from door then deliver it customs-cleared directly to you in the shortest possible time. You can rely on DHL's expertise and extensive worldwide network to ensure that your shipments arrive quickly, safely and with minimum fuss.

Complete express and logistics DHL is the global market leader in international express, overland transport and air freight. It is also the world's number 1 in ocean freight and contract logistics. DHL offers a full range of customized solutions – from express document shipping to supply chain management. Addresses in Bangladesh where you can leave a shipment for delivery. Please select any of these offices for detailed information. Gulshan House: I, Road: 95, Gulshan, Dhaka. Tel: 9881703, 9886305. Fax: 88 02 8823248. Narayanganj 207/4 B. B Road, Narayanganj. Motijheel 94 Motijheel C/A Dhaka.

Fatullah Plot: A2-A3, BSCIC Industrial Area Enayet Nagar, Fatullah, Narayanganj. Mohakhali House 411 (Ground Floor) Road 29, New DOHS Mohakhali Dhaka 1206 comilla EPZ comilla Old Airport comilla 3500 Dhanmondi Momtaz Plaza, House: 7, Road: 4, Mirpur Road, Dhaka. Agrabad Shan Bhaban, CDA, Plot: 6, Sk. MLIjib Road Agrabad C/A, Tel: 031-502056, 71 5835-6, 716276 Fax: 88031 726619 Mirpur 1294 East Mirpur, R0keya saran', Dhaka. Nastrabad 805 JB Complex (Ground Floor), CDA Avenue, East Nasirabad, Chittagong. Rampura 67 DIT Road, Rampura, Dhaka. Chittagong EPZ Room: 3, Old Service Complex Chittagong

Export Processing Zone, Haliashar, Chittagong. Karwan Bazar 49 Kazi Nazrul Islam Avenue, Dhaka. Khatunganj Hasan Manlil (Ground Floor), 322

Khatunganj, Chittagong. Uttara Uttara Tower, Plot: 1, Sector: 3, Jasimuddin Avenue, Uttara, Dhaka. Khulna Chamber Mension, Khan-E- Sabur Road, 5 KDA C/A, Khulna Savar Zone Service Building Dhaka Export Processing Zone Ganakbari, Savar, Dhaka. Sylhet Nowab Complex 91 Zinda Bazar, Sylhet. The new DHL brand architecture With the acquisition of Excel plc in December 2005, Deutsche Post World Net further strengthened its logistics power.

As a result, DHL is now operating with two new logistics brands: DHL Excel Supply Chain and DHL Global Forwarding. To cover all of your service needs, DHL operates under five specialist divisions: DHL Express DHL Express is the perfect partner for all your worldwide express and parcel needs. worldwide. DHL Express is the result of the consolidation of the former DHL Worldwide Express business and the Deutsche Post Euro Express parcels business and offers Same Day, Express, Parcel and Freight services. DHL Freight DHL Freight offers international and national transport solutions for part and full load in Europe.

We move goods by road, rail and a combination of the two. DHL Freight covers the former non-documents and non-parcels business as well as the former Danzas Eurocargo road transport business. DHL Global Forwarding DHL Global Forwarding is the market leader in air and ocean freight and a project logistics services provider operating worldwide. A range of value-added services rounds off the product and service portfolio, giving an excellent market position and providing our customers with a unique service dimension worldwide.

DHL Exel Supply Chain Regardless of whether you operate in the healthcare, technology / aerospace, automotive / industrial or retail [consumer ' fashion sectors, we can handle all of your complex, global logistics tasks: DHL Exel Supply Chain provides you with customised, IT-based solutions along the entire supply chain. As well as core procurement logistics, warehousing and sales logistics operations, we offer top-flight value-added services such as finishing, co-packing, price labelling, billing, order processing – all the way to sales promotion and financial services.

DHL Global Mail Global Mail offers comprehensive international mail services and provides outstanding expertise in international direct marketing services and publication solutions. The world's largest express and logistics Network offers a full range of customised solutions – from express document shipping to supply chain management. Below are the global facts and figures that show you the scale of the world's largest express and logistics network.

Global Facts and Figures
Number of Employees: around 285, 000
Number of Offices: around 6, 500
Number of Hubs, Warehouses & Terminals: more than 450
Number of Gateways: 240
Number of Aircraft*: 420
Number of Vehicles: 76, 200
Number of Countries & Territories: more than 220
Shipments per Year: more than 1. billion
Destinations Covered: 120, 000
The World of DHL
Making a difference in communities across the world. One thing that sets us apart from other companies is our motivated and engaged employees which personify the famous " DHL spirit".

They embody our quest to accept our social and environmental responsibilities as included in our corporate values. They make a difference

in local communities worldwide by tackling challenges which they see as important. Our employees are the driving force behind our extensive community investment programme. In the Our World section of our Corporate website you can find many examples of employee-led community investment initiatives. DHL Eastern Europe, Middle East and Africa DHL Egypt employees spent the day in March 2006 taking care of disabled orphans during their first community investment initiative.

DHL Latin America and the Caribbean DHL Brazil recently marked the fifth anniversary of its hunger-reduction partnership. During the first 5 years of the partnership over 460, 000 kilos of food were distributed to hungry people in São Paulo. DHL Americas DHL USA's Houston Customer Call Centre employees helped people affected by Hurricane Katrina in 2005. DHL Europe DHL employees in Belgium and Germany, together with other employees from the Deutsche Post World Net Group, donated 58, 000 winter jackets for children affected by the 2005 earthquake in Pakistan.

DHL Asia Pacific DHL India employees helped Santa deliver smiles to underprivileged children in December 2005. Economic Performance We have a positive impact on the economies of more than 220 countries and territories. economic development thereby helping to grow economies, create jobs, reduce poverty and raise living standards. DHL facilitates trade which provides jobs and helps economies to grow. Economic performance of DHL Our sustainability-based approach has helped us to become a strong and financially successful company.

We share this success with many others, for example, by providing 285, 000 people with Jobs, helping our customers to be successful, purchasing billions of Euro worth of goods, and generating significant tax revenues. Promoting sustainable economic development Our mail, express and logistics services promote sustainable economic development by: Helping millions of customers to trade and to increase their sales Working with businesses to lower their costs and help them to remain competitive, or example by: Lowering inventory levels using Just-in-time logistics, or the outsourcing of logistics.

Outsourced logistics benefit our customers by offering more competitive cost structures and improved value added Facilitating trade and commerce which generates employment, reduces poverty, raises standards of living, and helps to build strong and stable communities As part of our community investment programs we support micro entrepreneurs and micro business Partners We work with partners to maximize the effectiveness of our Sustainability program and to deliver help to more people. Global partners UN System DHL has entered into a long-term global partnership with the UN System.

The partnership has two main focus areas: medical logistics and disaster management. In terms of medical logistics, we are working together with UNICEF in the fight to reduce child mortality. We are also supporting the UN Development Program (UNDP) and the UN Office for the Coordination of Humanitarian Affairs (OCHA) in the area of disaster U. N. Secretary-General Kofi Annan and Monika Wulf-Mathies, Executive Vice President, Corporate Public Policy and Sustainability, Deutsche Post World Net. Our partnership <https://assignbuster.com/report-on-dhl-international-assignment/>

with the UN System is founded on our commitment to the UN Global Compact.

The Deutsche Post World Net Group became a signatory to the UN Global Compact in July 2006, building on DHL's signing of the UN Global Compact in August 2001. In an address to the World Economic Forum on 31 January 1999, United Nations Secretary-General Kofi Annan challenged business leaders to join an international initiative - the Global Compact - that would bring companies together with UN agencies, labor and civil society to support universal environmental and social principles. We are happy to take up this challenge and demonstrate our commitment to supporting these universal principles together with the UN System.

UNICEF We have a global partnership with UNICEF - the children's aid agency of the United Nations. The goal of the partnership is to provide UNICEF with long-term assistance in its fight to reduce child mortality. We will support UNICEF in a variety of ways including: providing our core competence in logistics as an in-kind donation, implementing a global donation program, and enabling employee volunteers to support health and education initiatives in the field. UNDP and OCHA DHL's most visible contribution to disaster management is the DHL Disaster Response Teams (DRT) which we offer in cooperation with the OCHA.

The DRTs support the UN and the international community's disaster response efforts in the aftermath of major sudden-onset natural disasters. The DRTs are made up of trained DHL volunteers. Their mission is to manage air cargo operations at the airport closest to the disaster-affected region -

thereby reducing bottlenecks and keeping the airport open for additional relief flights. The main task of the DHL Disaster Response Teams is to manage air cargo operations at the airport and ensure that incoming relief supplies reach people quickly.

Our aim is to set up a global network of DRTs which provide coverage to areas of the developing world prone to major sudden-onset natural disasters: The DRT Asia Pacific, based in Singapore, was inaugurated on 21 April 2006 and is ready for deployment. The DRT Americas, based in south Florida, was inaugurated planned following discussions with our partners. In addition to the DRTs, we plan on working with both the UNDP and OCHA on a range of further initiatives in the fields of disaster preparedness and disaster response.

Many of our community investment initiatives also support the UN's Millennium Development Goals. World Economic Forum We are a strategic partner of the World Economic Forum (WEF). We participate in the WEF's Logistics & Transportation Corporate Citizenship Initiative. AIESEC We partner with AIESEC, the world's largest student organization. We provide challenging internships for students around the world. We are both an Alumni Network Partner and a Global Exchange Partner. Local Partners In addition to our global partnerships, our country management teams and employees partner with many local organizations worldwide.

One of our preferred partners at the local level are the Red Cross and Red Crescent societies. The 'Our world' section on our Corporate Sustainability website contains examples of many other local community investment initiatives. Time Definite Delivery (TDD) service DHL expands geographical

reach of Time Definite Delivery (TDD) service Dhaka, 3 April 2006 - DHL, the world's leading express and logistics company, today expanded the geographical reach of its Time Definite Delivery (TDD) service to include Bangladesh.

This will help customers in Bangladesh to send their urgent, time-sensitive documents and parcels to 156 cities in 34 countries in Asia Pacific, Europe and the Middle East, utilizing DHL's guaranteed delivery promise. TDD comprises Start Day Express and Midday Express, which offer customers the latest possible collection times for pre-nine am and pre-noon deliveries on the next day or the day after, depending on the destinations.

A highly-popular service, TDD was enhanced 18 months ago in Asia Pacific both in terms of geographical coverage and service offerings to better meet the needs of customers. Its geographical coverage was expanded by two-fold, while the product offering, which previously catered only to documents, was extended to include low value declarable packages in response to overwhelming demand for such service. The over 10-fold increase in revenue registered and shipments handled as of end-2005, three years after the product was launched in 2002, is evidence of the success and popularity of TDD. With the introduction of TDD in Bangladesh, we not only add another popular service to our Desmond Quiah, Country Manager, DHL Express Bangladesh. " This reflects our continuous emphasis to enhance our service offerings and network infrastructure to better serve the needs of our customers in Bangladesh. " Overview of DHL Start Day Express and DHL Midday Express from Bangladesh: The availability of the TDD service from

Bangladesh to different countries is listed below. Please contact the DHL Customer Services Hotline +8802-9881703 to find out more about TDD.

Regions : Asia Pacific Start Day Express Singapore, Hong Kong, Thailand, Taiwan, Philippines Regions: Asia Pacific, Middle East & Europe Midday Express Singapore, Hong Kong, Thailand, Korea, Japan, Malaysia, China, Australia, India, Taiwan, Philippines, IJAE, Austria, Belgium, Czech, Republic, Denmark, Finland, France, Germany, Hungary, Iceland, Ireland, Italy, Luxembourg, Netherlands, Norway, Poland, Portugal, Slovakia, Slovenia, Spain, Sweden, Switzerland, I-JK Logistics DHL is the global leader in logistics – with more highly experienced professionals at more locations in more countries than any other provider.

Our goal is to build strong, long-term partnerships with customers by providing world class services, across all our operations. We are the first choice for companies looking to outsource freight forwarding, arehousing, distribution, transport and supply chain management. After joining forces with Excel in 2005, we are now also the sector’s leading innovator – providing the extraordinary range of cutting-edge solutions you will be able to explore on these pages.

Our logistics customers include over 75% of the world’s largest quoted non-financial enterprises. These organizations trust us with their brands and reputations not simply because we’re the worldwide market leader, but because we strive to deliver globally consistent services of the highest quality, wherever they work with us. For us, excellence is about achieving

beyond expectations for all our customers, whatever their size and wherever they need us.

DHL YES Awards DHL Young Entrepreneurs for Sustainability (YES) Awards
2007 marks the half-way point in the bid to realize the UN Millennium Development Goals (MDGs) which range from halving extreme poverty to halting the spread of HIV/ AIDS and providing universal primary education by 2015. This is therefore a good time to re-energize efforts towards realizing the UN MDGs and to celebrate the many successes that have already been achieved. DHL supports the work of the United