

Recommendations for future

Business



This report performs an analysis of DEL Pakistan (Pat) Ltd and the market it is part of. It further gauges the impact of environmental forces on its development. It discusses the competitive environment in the market and focuses on the target marketing strategy of the company.

The customer satisfaction level has also been assessed and an analysis of company's marketing mix conducted to form a view of its effectiveness in meeting their customer needs. DEL is the world's leading express and logistics company offering customers innovative and customized solutions from a single source. With global proficiency in solutions, express, air and ocean freight and overland transport DEL unites worldwide coverage with a profound understanding of local markets. Dell's synchronized International network links more than 220 countries and territories worldwide.

DEL: THE BEGINNING: In 1969, Adrian Daley, Larry Hillock and Robert Lynn (D, H, and L) founded DEL as a service shuttling bills of lading between San Francisco and Honolulu.

The company grew swiftly and in a few years instigated service to the Philippines, Japan, Hong Kong, Singapore and Australia, crafting a completely new industry of international door-to-door express service in the Pacific Basin. PAKISTAN The location of the office from where DEL activities in Pakistan are controlled is follows.

The integration brought together Dell's market leadership in the air express business and Donnas' global No 1 position in airfreight and No 2 position in ocean freight. DEL Pakistan also announced the re-branding of its parcel, express and logistics business under the new DEL brand. The comprehensive

A to Z of DEL International services: Air First Air Freight Air Premier Air Value
Audio Visual and Telecommunications Automotive Chemical Industry
Chemicals Specialist Compliance Customer Program Management Customs
Clearance Services (Express) Customs Services (Road & Rail) Dangerous
Goods Deutsche Post Global Mail DEL Global Compliance DEL Ground DEL
Logistics IT Direct Distribution Direct Express Inventory Distribution
Electronics/Telecoms Enterprise Computer Systems Rapid Reconnect Airline
Rennet European European Community Express European Plus Europium
Aurorally Express Road Services Express Services Express Solutions Fashion
Fast Moving Consumer Goods Financial Full Container Load Furniture Global
Inventory
Global Mail Business Government Gulf Wide Distribution Hi Tech Import
Express Industrial Projects Information Services (Express) Information
Services (Road & Rail) Insurance (Express) Insurance (Road & Rail) IT
Integration Jumbo Box and Jumbo Junior Life Sciences Mail Services MidDay
Express Ocean Freight Optional Services (Express) Optional Services (Road &
Rail) Packaging (Express) Part and Full Charter Payment/Billing Services
(Express) Payment/Billing Services (Road & Rail) Perishables
Pharmacy/Healthcare Industry Pharmacy/Healthcare Specialist Planned
Production Distribution Precision
Repair Exchange Distribution Repair Return Inventory Road and Rail Freight
Same Day Services Samples Distribution Sea/Air Semiconductors Spare Parts
Logistics Special Pick-up & Delivery Services (Express) Special Pick-up &
Delivery Services (Road & Rail) Specialties Start Day Express Strategic

Inventory Management Supply Chain Management Test Service Distribution
Time Definite Services Trade Fairs and Events USA Second Day Warehousing
World Freight Worldwide Document Express Worldwide Parcel Express DEL
Pakistan is offering a narrow range of services in accordance to the domestic demand.

Pakistan, an impecunious and underdeveloped country, suffers from internal political disputes, lack of foreign investment, and a costly confrontation with neighboring India.

Pakistanis economic prospects, marred by poor human development indicators, low levels of foreign investment, and reliance on international creditors for hard currency inflows, were nevertheless on an upswing through most of 2001.

The Mustard government (President of Pakistan) made considerable inroads in acrimonious reform – it completed an MIFF short-term loan program for the first time and enhanced its repute with international creditors by escalating revenue collection and restricting the fiscal deficit in the 2001/02 budget. While Pakistan has capitalized on its international standing after the 11 September terrorist attacks on the US by garnering generous assistance from abroad – including \$1. 3 billion in MIFF Poverty Reduction and Growth Facility aid and \$12. 5 billion in Paris Club debt rescheduling – long-term prospects remain uncertain.

GAP growth will continue to engine on crop performance; reliance on foreign oil leaves the import bill exposed to fluctuating oil prices; and foreign and domestic investors remain cautious of executing projects in Pakistan.

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Pakistani trade levels – already in decline due to the global economic downturn – aggravated further in the aftermath of the September 11 attacks. Pakistanis total population is more than 141 million (141 – July 2000 est...) with major exports of cotton, textiles, clothing, rice, leather, carpets and imports of petroleum, petroleum products, machinery, transportation equipment, vegetable oils, minimal fats and chemicals.

Its key trading partners are US, Japan, Hong Kong, Germany, I-J, AAU, Saudi Arabia, Malaysia, South Korea and France.

Dominant Religion: Islam (99% of the population). GAP: \$299 billion (2001 est...).

Per capita: \$2, 024. 88. Age structure: 0-14 years: (male 29880, 574; female 28, 145, 247). 65 years and over: 4% (male female 2, 939, 049). Population growth rate: 2.

17%. Life expectancy at birth: Total population: 61. 07 years. Male: 60. 27 years. Female: 61.

91 years. Literacy: Definition: age 15 and over can read and write. Total population: 37. %. Male: 50%. Female: 24.

%. The evidence suggests that majority of population is exceedingly price sensitive and because of perfect competition in the courier industry, the profitability of DEL Pakistan has been suffering to a certain extent. Some people attitude toward foreign products, brands and services is still conservative and rigid. Their buying decisions are often guided by various factors such as religion, cultural values etc.

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The security situation has always been a key issue there and has a distinct influence on the sustainable growth of DEL Pakistan. For example, at the times of high security risk in Pakistan, most of the embassies, consulates and international organizations (e.

G. No's) cease their operations temporarily, thus crafting a direct impact on the business of DEL Pakistan. The country's import and export regulatory authority (Pakistan Customs) has a direct interaction with DEL Pakistan as all their inbound and outbound shipments must be cleared and approved by the custom authority.

The Pakistan Customs has always been harshly criticized for its policies and sluggish procedures of operation. DEL Pakistan has contracted an independent broker to get all their inbound and outbound shipments cleared through Pakistan Customs but the delays are still occurring on standard basis. It generates a detrimental pressure on the company's repute and customer base.

Technology is imperative for competitive advantage, and is a major driver of globalization. Technology also offer companies a new way to communicate with consumers e. G. Banners, Customer Relationship Management (CRM), etc.

In Pakistan, the technological environment is relatively outdated compared to developed nations cause of low literacy rate and income levels.

The DEL Pakistanis procedural environment overshadows that of DEL International. Its organizational structure, computers, and

information/communication systems are sophisticated, efficient and observe global standards. The employees of the company are provided training on regular basis to help them understand and digest the new systems in place and how to use them effectively. Furthermore, DEL Pakistan also keeps its customers up-to-date of any new developments.

An example of this is the launch of a new software by the company for TTS customers (“Fast Forward”) enabling them to track down their shipments in transit plus also be able to monitor the exact route of their shipment.

This software also permit clients to carry out a comparison between the Air Freight prices being charged by different Airlines and Dell’s prices for different weight slabs. In addition, a training session was also organized to educate the clients as how to use the software.