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Abstract               TheFedEx Corporation is an American originated courier company that was founded in1971. There is a great deal of questions that are associated with efficiencyand how operations continue to improve.

This paper will describe the companywith a brief overview, as well as the core business and identify marketingtrends. FedEx is mainly an import and export company and will discuss theproblems these services solve and problems that arise. The corporation is ahighly needed and is competitive industry, they have many competitors and willgo over how this company differentiates itself from the rest. Finally, discussthe 4 P’s – Product, Price, Place and Promotion of the service that FedExprovides.                            TheFedEx Corporation is headquartered in Memphis, Tennessee. It is a courierindustry that was founded by Frederick W.

Smith in 1971. He proposed a systemduring his time at Yale University to accommodate time-sensitive shipments, such as medicine and electronics. The “ Federal Express” produces services formany communities around the world, it officially began its logistics on April17th, 1973 with 389 team members. That evening, 14 aircraft took offand delivered 186 packages to 25 different cities throughout the United States.

In February 1989 bought the Tiger International Inc., it included theacquisition of routes to 21 different countries and a fleet of Boeing 747’s and727’s. At this time FedEx became the world’s largest full-service airline cargocompany.                Accordingto the FedEx, their company’s mission is to provide “ superior financial returnsfor its shareowners by providing high value-added logistics, transportation andrelated business services through focused operating companies.” FedEx producesa repeatable and accurate air-currier service to people all around the world. Thismission statement is valuable to employees because it clarifies the overallpurpose of the company, in a way that may be applicable to each position. It isimportant for an employee to feel valuable, this makes them more productive. Itmanages a board profile of transportation, e-commerce and business services.

Thecore business of FedEx is to maintain its industry-leading operating marginsthrough innovation and automation, low cost and excellence in execution. Theinnovation and automation grounds to build a better business that increased theefficiency, speed and reliability of delivery. Advanced mapping and addresstechnology improves precision in planned pick-ups and deliveries. Technologicaladvancements and automation will lower the cost across the board by putting thepackage in the right place and removing human-made errors out of the calculation. FedEx plans to maintain its brilliant customer service and wants to ensure theproper execution of its service at all times.                Whetheryou choose to ship a package by ground or freight FedEx will have the solutionsone needs to get the product to the right place, at the right time. It providesservices all around the United States and internationally, it could be pick up& delivery to offering supply chain management to smaller companies.  FedEx has distribution services for pharmaceuticalswith enhanced shipment monitoring as well as aerospace solutions, helping tobuild aircraft and maintain them.

One of the largest aircraft that FedEx has isan Airbus A600F, with a max payload of 105, 000lbs and a range of 2, 700 miles. This courier company has many more planes at its disposal, but it also has asupply chain and major logistics because of purchasing major freight companiessuch as American Freightways and Viking Freight. This and a long list of othersare how FedEx provides its services to customers around the world.                Theair courier is an industry in the world that is increasing rapidly.

Some of thecompetitors to FedEx include; UPS and DNL Express. The United Parcel Service isFedEx’s number one competition within the United States; with the increasinglevels of quality, lowering cost and increasing customer satisfaction. Theproducts that FedEx offers are a wide range of services across the globe.

Thisincludes, shipping, tracking and managing all of your shipments. Price of theservice depends on the size of the product, and this increased their margins. Earlier in FedEx they used to ship by weight, but that took up space duringtransportation, even though it might only weight a few pounds. The Place, isall across the globe, they give good customer tracking.

People are able to signup for an account with FedEx and have things scheduled for pick up. One ofFedEx’s Promotions is FedEx Cares campaign and they focus on 5 aspects, Delivering for good, sustainable transportations, employment pathways, roadsafety and global entrepreneurship. They engage is many different promotionalaspects and with a rapidly increasing global market FedEx will need to stayahead of its competitors.