

Abstract united states. in february 1989 bought the

[Business](#), [E-Commerce](#)



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 produces a repeatable and accurate air-carrier service to people all around the world. This mission statement is valuable to employees because it clarifies the overall purpose of the company, in a way that may be applicable to each position. It is important for an employee to feel valuable, this makes them more productive. It manages a broad profile of transportation, e-commerce and business services.

The core business of FedEx is to maintain its industry-leading operating margins through innovation and automation, low cost and excellence in execution. The innovation and automation grounds to build a better business that increased the efficiency, speed and reliability of delivery. Advanced mapping and address technology improves precision in planned pick-ups and deliveries. Technological advancements and automation will lower the cost across the board by putting the package 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 the proper execution of its service at all times.

Whether you choose to ship a package by ground or freight FedEx will have the solution one needs to get the product to the right place, at the right time. It provides services 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 pharmaceuticals with enhanced shipment monitoring as well as aerospace solutions, helping to build aircraft and maintain them.

One of the largest aircraft that FedEx has is an Airbus A600F, with a max payload of 105,000 lbs and a range of 2,700 miles. This courier company

has many more planes at its disposal, but it also has a supply chain and major logistics because of purchasing major freight companies such as American Freightways and Viking Freight. This and a long list of others are how FedEx provides its services to customers around the world.

Their courier is an industry in the world that is increasing rapidly.

Some of the competitors to FedEx include; UPS and DHL Express. The United Parcel Service is FedEx's number one competition within the United States; with the increasing levels of quality, lowering cost and increasing customer satisfaction. The products that FedEx offers are a wide range of services across the globe.

This includes, shipping, tracking and managing all of your shipments. Price of the service 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 during transportation, even though it might only weight a few pounds. The Place, is all across the globe, they give good customer tracking.

People are able to sign up for an account with FedEx and have things scheduled for pick up. One of FedEx's Promotions is FedEx Cares campaign and they focus on 5 aspects, Delivering for good, sustainable transportations, employment pathways, road safety and global entrepreneurship. They engage in many different promotional aspects and with a rapidly increasing global market FedEx will need to stay ahead of its competitors.