

Marketing plan objectives

[Business](#), [Marketing](#)



Marketing Plan Objectives Marketing Plan Objectives Goal/Objective Action

Timeline Desired Outcome Objective To establish leading position in excellent provision in the market

Within the next one year

To be the best logistics company in the global market

Objective

To improve customer satisfaction in the services offered by UPS Express

Critical

Over the next two years

To have a customer fraternity that is content of the services delivered through timely delivery and tailoring of services to meet their needs

Objective

To achieve efficiency in service delivery

Within the following two years

Smooth working of operations but on road, air, and water transport to ensure the client receives the goods transported within the time stated for delivery.

Objective

To achieve improved profitability

After three years of better quality improvement and optimized service provision

To meet all client needs resulting in the expansion of market share

UPS Express Critical aims at achieving a number of objectives including the establishment of leadership position in the provision of excellent service. The achievement of the objective is through the provision of helicopter transport for small particles and documents of a critical nature within a year or two.

Only DHL provides such service but is only offered through limited platforms providing UPS Express Critical with the opportunity to be the best.

The other objectives of the marketing plan strategy include the provision of better quality through improving processes and structure allowing for the achievement of the other objective of customer satisfaction. Better service provision at UPS Express Critical entail the improving the fleet and adding helicopters reducing time for delivery by 30%.

The other UPS Express Critical other objective is a relentless drive for efficiency in terms of the introduction of faster better means of transportation with the addition of the helicopters. An extension of the capabilities also falls among the objectives of the marketing plan in terms of the capability of faster delivery, performance, and meet consumer needs in a fast changing consumer market. Extensive route optimization and improvement of electronic systems allow for the improved profitability and long-term growth of the business. Specialized equipment and services and comprehensive inventory allows for improved structure of the UPS Express Critical business resulting in meeting the other objective of improving service provision and augmenting profitability of the business by 20%.

The changes earmarked at UPS Express Critical including introducing helicopters and improving truck, flights, and aircraft inventory aids in meeting an objective of network and operations optimization. The effect is the achievement of further objective of increasing market share in global locations by 20%.