

Accession growth



**ASSIGN
BUSTER**

Chinese industry led to need for more postal service providers Intra city express service required low level of investment 300-400 express service companies in Beijing alone Rate of delivery (ARM 20, 15, 10, 8) with same day delivery commitment Ambiguity in Law SEES overview Intra city express delivery business in Beijing (1996) Small investment and quick High Returns SEES Target Market were large business customers SEES endeavored to provide High Quality, fast and low cost service to its customers

Customer Segments Individual characterized by limited volume and Dispersed locations Small and medium sized business customers with documents and parcels as main items characterized by large volume but dispersed locations 0 Large business customers with documents and parcels as main items characterized by very large volume and concentrated locations and destinations Services to large customers reduced pickup and delivery cost while ensuring delivery speed and quality SEES big Customers included Motorola, HP, Agilest, SUN, Leno, Feces and Nexuses

These customers were clustered in China World Trade Centre and Accounting Service Speed (2-4 hours delivery) and service quality its top priorities Customer based enlarged & business volume grew revenue increased from ARM 52000 - REMEMBERS per year (1999 to two years time) ARM 30, 000 net profit per month Head count increased from 32 to 118 (100 for service and 18 for management) Processed 500 service calls and 700 pieces of express items SEES Operation System Initially single route expanded to six branches at major office locations in Beijing along with a head office Head Office/ 3 telephone operators/ one general dispatcher Branch office/ 1 Supervisor/ two operators excluding Shanghai / Supervisor responsible for

pickups and deliveries while took in the orders sent from Head office Number of couriers in each office varied with business volume.