

Purolator

Problem Identification

- Bad Management
- Lack of financial follow ups
- No pricing strategy

Swanborough

"Our only redeeming qualities --- the only reason clients stuck with Purolator was that we were big, cheap, and willing to do almost anything a customer asked us, DESPITE THE COST."

Purolator

External Analysis

Purolator

Porter's 5 Forces

Purolator

Swoot External Factors

Purolator

Internal Analyses

Purolator

Strength and Weakness

Purolator Courier Ltd.

Purolator Courier

Purolator

Purolator

Introduction

Purolator

History

- Courier Company Founded 1960
- 11 000 employees
- Largest surface and ground network
- Largest courier company in Canada

Purolator

Competitors

- Fedex (Federal Express)
- Ups (United Parcel Service)
- Dhl

Purolator

Strategic Options

Options

- Update Pricing Structure
- Strengthening HR/Marketing/Finance/IT
- Reducing operating and admin
- Rebranding
- Marketing (Other Brand Services/Shipping Target)

Options

- Joint Operation/Partnership with Canada Post (Wider Reach, Increased Reach)
- International sub-franchise
- Access to national markets
- Lower operating cost

Recommendations

- Joint operation/Partnership
- Focus on customer needs
- Reducing cost
- Increasing customer satisfaction

Thank You!

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Porter's 5 Forces

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SWOT External Factors

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Internal Analyses

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Strengths and Weaknesses

Strength	Weakness
• Large scale	• High cost
• Good customer service	• Poor management

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Competitors

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- UPS (United Parcel Service)
- DHL

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Strategic Options

Options

- Customer Pricing Review
- Streamlining HR/Logistics/Finance/IT
- Reducing staffing and shipping
- Redesign
- Modernize/Value Based Services (Global Tracker)

Options

- Joint Operation/Partnership with Canada Post
- Whole Party Merger (Acqui)
- Financial or strategic
- Access to regional markets
- Gradual exit of operation

Recommendations

- Joint operation/Partnership
- Focus on customer needs
- Reducing cost
- Increasing customer satisfaction

Thank You!

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**Purolator Courier
Ltd.**

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