

# United Parcel Services: Delivery Packages and E-commerce Solutions United Parcel Services: Delivery Packages and E-commerce Solutions Harvard Case Solution & Analysis



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# *First thing's first...*

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# Presentation Overview

- Introduction
  - Industry Overview
  - Who is UPS?
- UPS Brand Marketing
- Where to next...?

# *INTRODUCTION*



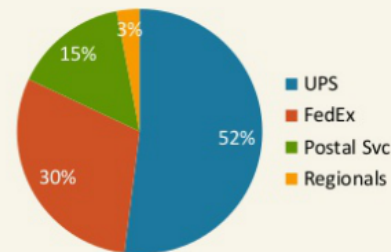
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# Industry Overview

- The Postal Services Industry
- Organisations that pick up and deliver letters, documents and parcels.
- Historically the main vehicle for communication.
- Change in business models.
- The future of the Postal Services Industry remains uncertain



17 Industry Overall – US Postal Service



3rd Postal Service has dropped its prices on Priority Mail for business customers by up to 58%

Market Share of all parcel shipping

Source: "US Mail Cutting Rates to 'Win e-Commerce Business'" <http://online.wsj.com/articles/e-mail-cutting-rates-to-win-e-commerce-business-140950285> Wall Street Journal, Sept 4, 2014.



## Industry Overview

- Industry Trends
  - Parcel services have been forecasted to continue to grow over the next two years.
  - The letter delivery service will continue to decline.
  - Stamp prices have been anticipated to increase further.





### Slogan Overhaul

Changed from:  
'What can brown do  
for you?'  
TO  
'We ❤️ Logistics'

# Brand Equity

- UPS is a recognised & admired brand
- Updated its worldwide communication & marketing strategy focusing on logistics
  - inform customers UPS provides more services than ever before

With more than 40,000 carriers,  
we've got you covered.

