



Lilia Guerrero, Amber Campos, Cleoney (CJ) Fuqua, Joel Sota, Joseph Balderas, & Lupe Lara

I. Executive Summary...

- **Corporate Summary**
 - Multinational delivery service and supply chain company...
- **Brief History**
 - Founded in 1907 as a messenger company in the United States, UPS has grown into a multi-billion-dollar corporation by clearly focusing on the goal of enabling commerce around the globe...
- **Mission Statement**
 - Grow our global business by serving the logistics needs of customers, offering excellence and value in all that we do...

II. Internal Analysis...

- **Strengths**
 - #1 most recognized and utilized delivery service company used worldwide...
- **Weaknesses**
 - Rising operating expenses
 - Over-dependence on the United States Market
- **Target Market**
 - Retailers, wholesalers, e-commerce companies...
- **Needs**

- International marketing strategy

III. **External Analysis...**

- **Threats**
 - Potential Entrants Threats
 - Bargaining Power of Buyer and Supplier Threats
 - Substitute Product threats
- **Opportunities**
 - Potential Entrants Opportunities
 - Bargaining Power of Supplier Opportunities
 - Substitute Products Opportunities
- **Competition**
 - FedEx is our biggest competitor, along with the United States Postal Service and DHL...

IV. **Products and Services...**

- **Products**
 - Printing, copying, faxing, packaging supplies...
- **Services**
 - Delivery Services
 - Mailing services
- **Customer Rewards**
 - UPS Rewards Points

V. **Strategies...**

- **Marketing Strategy**
 - Promotion and Sales

- **Distribution Strategy**
 - New Ways for faster delivery
 - Drones

VI. Implementation...

- **Implementation Strategy**
 - Tracking deliveries through a centralized information system

VII. Conclusion...

- **Review**
 - Summary of strategic plan
- **Concerns**
 - Cost of implementing the delivery drones.
- **Future Plans**
 - Paid subscriptions for customers to get their packages delivered by drones