



James E Casey

## SUBSIDIARIES

- UPS Airlines
- UPS Logistics
- UPS Mail Innovations
- UPS Professional Solutions
- UPS i-parcel
- Nightline Group
- Marken

## WEBSITE



[www.ups.com](http://www.ups.com)



UNITED  
PARCEL  
SERVICE

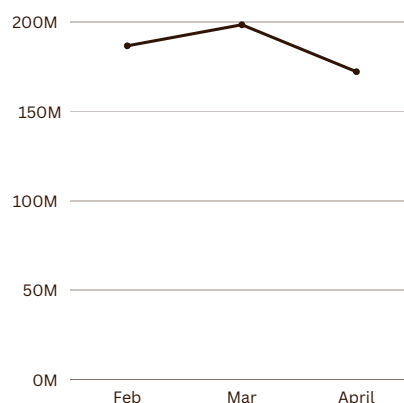
*"United problem solvers"*

## ABOUT

- Founded on **August 28, 1907**, in **Seattle, Washington, U.S**
- Originally known as the **American Messenger Company** specializes in telegraphs.
- Its services include **domestic and international shipping, supply chain management, freight transportation, and e-commerce solutions.**
- Headquartered in **Sandy Springs, Georgia, U.S**
- Today, It delivers **packages and documents** to more than **220 countries.**

## ANALYTICS

### • Website Traffic



### • Website Ranking

- Global Rank: 257
- Country Rank (US): 79
- Category Rank (Shipping & Logistics): 2

source: similarweb.com

## TECH INNOVATION AT UPS

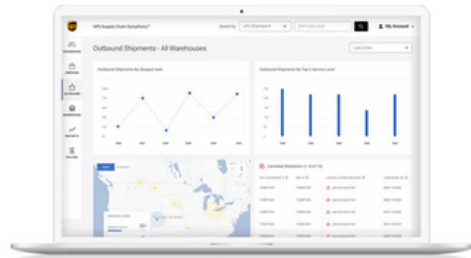
- **UPS Supply Chain Symphony™ Portal**

### UPS Supply Chain Symphony™ Portal

This new platform collects, manages and integrates your supply chain data from various UPS operational systems and visibility data marts. You get enhanced visibility to near-real-time data from a single sign-on platform that's intuitive, secure and connected, giving you the insight and control to make informed decisions, faster.

[Sign In](#)

[Learn More](#)



**Overview:** This new platform collects, manages and integrates your supply chain data from various UPS operational systems and visibility data marts

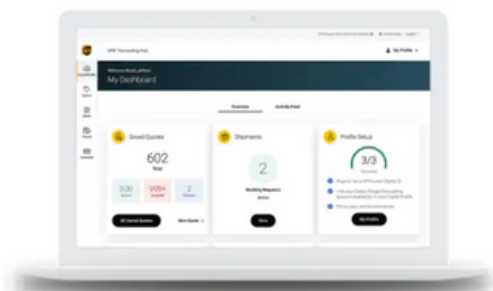
- **UPS® Forwarding Hub**

### UPS® Forwarding Hub

The future of freight is here. Get and compare air and ocean quotes, book and track shipments and manage shipping details with our all-in-one customer portal. Share quotes with colleagues or third parties. Monitor and manage shipments with proactive milestone alerts. Add UPS as your customs broker and arrange cargo insurance with UPS Capital®. And get it all done on one modern, easy-to-navigate dashboard.

[Get a quote](#)

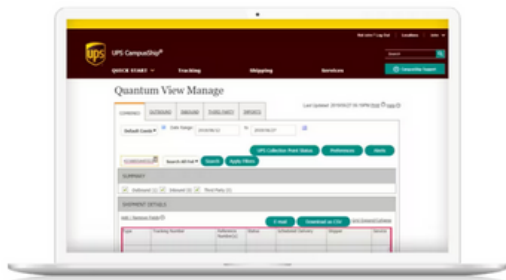
[Learn more](#)



**Overview:** Compare air and ocean quotes, book and track shipments and manage shipping details

# TECH INNOVATION AT UPS

- **Quantum View Manage® Tracking**



## Quantum View Manage® Tracking

Get clear visibility into both outbound and inbound package and freight shipments, with customizable monitoring, notification and reporting tools that help reduce costs and improve communication. Who says micromanaging is a bad thing?

[Sign In](#)[Register](#)

**Overview:** Get clear visibility into both outbound and inbound package and freight shipments, with customizable monitoring, notification, and reporting tools

- **UPS Flex® Global View**



## UPS Flex® Global View

You can hope everything is moving smoothly in your supply chain. Or you can be sure with UPS Flex Global View, a powerful visibility and reporting tool that lets you keep track of hundreds of shipments in near-real-time.

[Sign In](#)[Request Info](#)

**Overview:** A powerful visibility and reporting tool that lets you keep track of hundreds of shipments in near-real-time.



# TECH INNOVATION AT UPS



## UPS WorldShip® for High-Volume Shipping

UPS WorldShip is software made to quickly process a large number of packages from multiple desktops.



## Ware2Go

Built to provide efficient warehousing for SMBs, this digital platform matches available warehouse space and fulfillment services with merchants who need to get online orders to customers fast.



## UPS CampusShip®

Gain control of who's shipping what, where, and for how much, even if you're originating shipments throughout the building or across many campuses.

# MARKETING STRATEGY OF UPS

## Product Strategy:

- The products are mainly divided into 3 categories.
  - ➡ Global Small Package delivery services
  - ➡ Supply Chain
  - ➡ Freight services
- It also has another economical option for lightweight mail by ground.
- It provides value-added services such as door-to-door delivery services, pick-up services, online package tracking, electronic billing, and technical support.

## Place Strategy:

- It has very wide global distribution coverage in over 220 countries.
- The delivery is done by 100,000 package cars for its domestic delivery services which carry out door-to-door delivery services.
- It has a reliable website and mobile app, which improves consumer accessibility, and partnerships with several payment firms, which make payments simple.

## Price Strategy:

- The pricing of the package depends on these factors.
  - ➡ Distance of transportation
  - ➡ Time of delivery
  - ➡ Dimension of the product
  - ➡ Weight of the product
  - ➡ Value of the product
  - ➡ Other value-added services

## Promotion Strategy:

- The majority of its promotions are through advertisements on websites through various advertisement campaigns.
- Also, uses print media to show its brand presence and for the purpose of brand recall.
- UPS advertises via TV commercials, print ads, online advertisements, social media engagement, digital marketing, and sponsorships.
- It offers various bulk discounts and subscription discounts to its customers which depends on the size of the orders