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<tr>
<th>Deutsche Post</th>
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**Parent Company**

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<th>Deutsche Post</th>
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**Category**

<table>
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<tr>
<th>Air Courier</th>
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**Sector**

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<tr>
<th>Transport &amp; Logistics</th>
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**Tagline/ Slogan**

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<tr>
<th>&quot;Fünf ist Trümpf&quot;</th>
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**USP**

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Significantly expand in business area through acquisitions

Segment

Business that require to deal with couriers

Target Group

Business/professional type people who want this service

Positioning

Largest mail operator in Europe

SWOT Analysis

Strengths
1. One of the World’s Leading mail and logistics group

2. Corporation has approx 4,70,000 employees in more than 220 countries

3. Diversification in business model

4. Very well recognized in industry

5. Excellent brand visibility and quality service

**Weaknesses**

1. Reduction in operating efficiency due to increasing fuel and logistic prices

2. Since this is a competitive segment, the market share growth is limited

**Opportunities**

1. Rising demand for express services in Europe

2. Growing global air freight and logistics market

3. Acquisition of established players in logistics services to boost image

**Threats**
1. E-substitution
2. Intense competition from existing players
3. Rising fuel prices and fluctuating economies

**Competition**

**Competitors**

1. PIN Group
2. TNT