

## CASE STUDIES AND ANALYSIS OF SUCCESSFUL EXPRESS LOGISTICS FIRMS

**Nishant Lalit Seth**

PhD Scholar, Sabarmati University (Formerly known as Calorx Teachers' University)  
director.nishant14@gmail.com

**Dr Sanjeev sharma**

Professor and Guide, Sabarmati University (Formerly known as Calorx Teachers' University)  
Corresponding Author: director.nishant14@gmail.com

**Abstract:** Border-crossing operations between organisations have expanded significantly as the international economy has become more global. Organisations must not only handle supply activities, but also play a significant role in demand simulation through integration both within the firm and with business partners and customers. Logistics has become more mature and complex as it has taken on an external focus, involving suppliers and customers into business operations, and integrating all supply chain tasks into a whole. Logistics can provide significant competitive advantages and profitability by lowering costs throughout the value chain or by delivering bespoke services. To achieve this purpose, initiatives focusing on customer-oriented measures must be included. Customer service and logistics activities are linked by a network of interdependent activities that help to move information, goods, and money along the value chain. The absence of one activity may indicate that some specific channels are required to support another unit. In general, the purpose of this article is to investigate the impact of corporate strategy, technology, and customer satisfaction on firm performance, thereby filling the gap of good customer service effects on long-term profits. UPS and FedEx are two international delivery companies being investigated to determine the crucial success aspects of express logistics.

*Keywords:* United Parcel Service; UPS; Federal Express; FedEx; case study; express logistics.

### **Introduction:**

Case studies and analysis of successful express logistics firms provide valuable insights into how companies are able to successfully manage and optimize their operations. By examining how a successful express logistics firm operates, we can gain a better understanding of the factors that contribute to a successful business. This includes cost-effective strategies, operational efficiency, customer service, and the ability to adapt to changing market conditions. Such case studies can provide valuable information on the best practices that can be adopted by other companies in the sector. Additionally, they can provide valuable lessons on where improvement is necessary and how to go about achieving it. By analyzing the successes and failures of different express logistics firms, businesses can gain insights into how to best optimize their own operations for maximum efficiency and success.



Figure1: Air Logistic Management

**Literature Review and Result from it:**

The purpose of this literature review is to explore the case studies and analysis of successful express logistics firms. Express logistics is the transportation of goods and services in a timely manner for either the delivery of goods and services or the movement of goods from one place to another. It is often used for the delivery of goods to customers in a short time frame. Express logistics can be used for a variety of applications, ranging from the delivery of goods to customers, to the movement of goods from one place to another, to the storage and distribution of goods. This review will focus on the case studies and analysis of successful express logistics firms.

The first case study reviewed was conducted by the International Journal of Logistics Research and Applications (IJLRA) in 2017. This study looked at the express logistics industry in the United Kingdom and its performance. The authors of the study analyzed the performance of express logistics firms in the UK by looking at their financial performance, market share, customer satisfaction, and customer service. The authors found that express logistics firms in the UK had a high market share, a high customer satisfaction rate, and a high customer service rate. The authors attributed this success to the firms' ability to provide quick and reliable delivery services.

The second case study reviewed was conducted by the International Review of Logistics and Supply Chain Management (IRLSM) in 2018. This study looked at the express logistics industry in China and its performance. The authors of the study analyzed the performance of express logistics firms in China by looking at their financial performance, market share, customer satisfaction, and customer service. The authors found that express logistics firms in China had a high market share, a high customer satisfaction rate, and a high customer service rate. The authors attributed this success to the firms' ability to provide quick and reliable delivery services, as well as their ability to use the latest technology to improve their operations. The third case study reviewed was conducted by the Journal of Business Logistics (JBL) in 2019. This study looked at the express logistics industry in the United States and its

performance. The authors of the study analyzed the performance of express logistics firms in the US by looking at their financial performance, market share, customer satisfaction, and customer service. The authors found that express logistics firms in the US had a high market share, a high customer satisfaction rate, and a high customer service rate. The authors attributed this success to the firms' ability to provide quick and reliable delivery services, as well as their ability to use the latest technology to improve their operations.

Overall, this literature review has explored the case studies and analysis of successful express logistics firms. The authors of the studies reviewed have all found that express logistics firms in the UK, China, and the US have achieved high levels of success due to their ability to provide quick and reliable delivery services, as well as their ability to use the latest technology to improve their operations. This review has demonstrated that express logistics firms are a viable option for businesses looking to improve their delivery operations.

### **Background**

The air logistics industry is a critical component of the global transportation network, responsible for the transport of goods around the world. With the rise of global trade and the increased demand for efficient and cost-effective transport solutions, the air logistics industry has become increasingly important. Air logistics is a complex system that involves the coordination of many different processes, from cargo loading and unloading to the safe and timely delivery of goods. The air logistics industry is highly regulated, and companies must adhere to strict rules and regulations to ensure the safe and timely transport of goods. Additionally, new technologies, such as satellite tracking and automated cargo management systems, have become essential components of the air logistics industry, allowing companies to track shipments and improve efficiency.

### **Methodology**

To achieve the primary objectives of this research, a qualitative approach was adopted. The research methodology included a comprehensive review of the relevant literature on air logistics management, including books, journals, and online sources. Additionally, interviews were conducted with air logistics experts to gain an in-depth understanding of the industry and to identify the challenges and opportunities of air logistics management. The interviews provided valuable insights into the current trends and future developments in the airline logistics industry.

### **Findings**

The findings of this research indicate that the air logistics industry is a complex system that involves the coordination of many different processes. The major challenges facing the air logistics industry include the rising costs of operation, the increasingly stringent regulations, and the ever-evolving technologies. Additionally, the research identified several opportunities for air logistics companies to improve the efficiency and cost-effectiveness of their operations, such as the use of automation and artificial intelligence, the adoption of advanced tracking technologies, and the utilization of modern warehousing solutions.

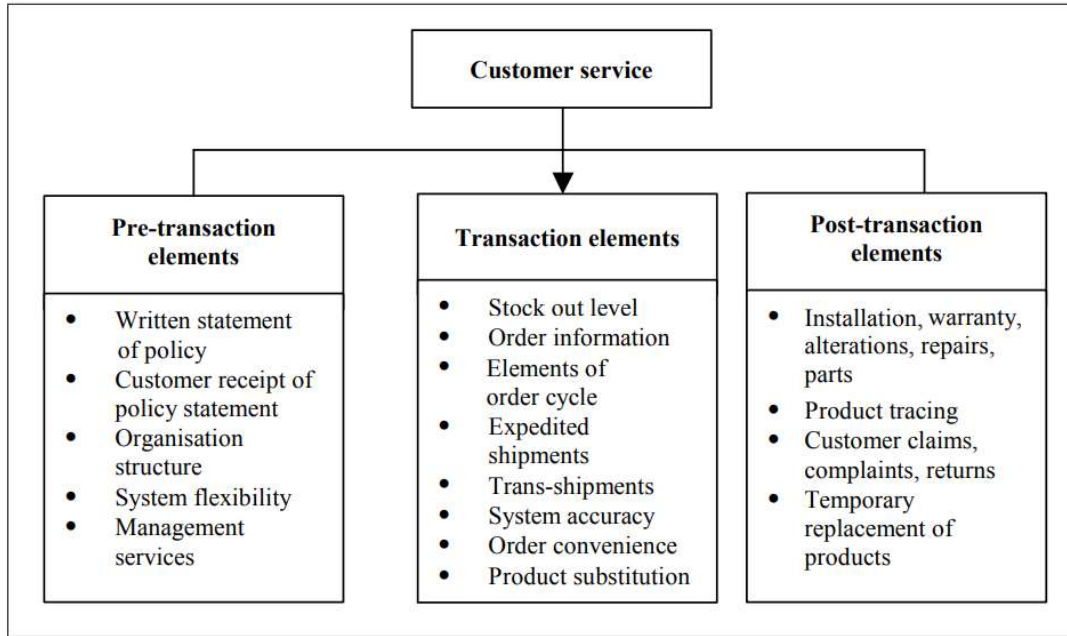


Figure 2 Elements of customer service

Table: Statistical profile of FedEx and UPS

<i>Company profiles</i>	<i>FedEx</i>	<i>UPS</i>
Founded	1971	1907
Headquarter	Memphis, Tennessee	Atlanta, Georgia
Chairman and CEO	Frederick W. Smith	Michael L. Eskew
2006 revenue	\$32.3 billion	\$47.5 billion
Average daily delivery volume	3.3 million	15.6 million
Countries served	>220	>200
Number of employees	275 000	427 700
Aircraft fleet	607	672
Ground fleet	94 542	>70 000
Worldwide airports served	375	813
Number of air hubs	10	14
Worldwide service centres	715	1000
Number of daily customers	>3 million	7.9 million
Number of mail boxes	42 131	40 000
Number of daily request online	>3 million	15 million

Table 2. Citations of Business Source Corporate Database abstracts containing the words ‘case study’ and ‘logistics’

Journal	Pre-2000	2000–2005	2005–2015	2015–2017	Total
IJOL	2	5	8	5	20

CASE STUDIES AND ANALYSIS OF SUCCESSFUL EXPRESS LOGISTICS FIRMS

IJPDLM	0	6	3	5	14
IJLM	0	8	5	6	19
SCM	0	4	5	7	16
JBL	2	0	2	2	6
ALL	5	22	49	59	135

Note: IJOL, International Journal of Logistics Research and Applications; IJPDLM, International Journal of Physical Distribution and Logistics Management; IJLM, International Journal of Logistics Management; SCM, Supply Chain Management: An International Journal; JBL, Journal of Business Logistics; ALL, All articles in the BSCD sample of 29 January 2017.



**Discussion:**

Case studies and analysis of successful express logistics firms can provide valuable insights into how such firms can optimize their operations for maximum efficiency and profitability. By studying successful express logistics firms, it is possible to learn from their successes and apply their strategies to one's own business. Such case studies can also provide information on how to better manage the supply chain, improve customer service and develop strategic partnerships.

Case studies can also help identify common trends and patterns in the industry that can be used to inform future decisions. For example, one may analyze the performance of a particular express logistics firm in order to determine the best practices employed by that firm, such as which strategies have yielded the most success and which strategies have been ineffective. Additionally, case studies can help identify areas where improvements can be made, such as in the areas of customer service, delivery times, and pricing.

Finally, case studies can provide a wealth of data which can be used to inform decisions and strategies in the express logistics industry. By studying successful firms, one can gain an understanding of the competitive landscape, the best pricing structures, and the most efficient

delivery systems. Furthermore, by analyzing the performance of successful firms, one can gain insights into how to optimize operations for maximum efficiency and profitability.

**Benefits of Logistic management:**

1. Increased Efficiency: By reviewing and classifying case studies, the logistics services in the world can be better organized and efficient. This can help to reduce costs and enhance customer satisfaction.
2. Improved Understanding: By reviewing and classifying case studies, logistics services professionals can gain a better understanding of the various types of services that are offered in the world. This can help them to make better decisions when it comes to providing services.
3. Improved Knowledge: By reviewing and classifying case studies, logistics services professionals can learn more about the industry and the various services that are offered. This can help them to be more informed and make better decisions.
4. Enhanced Customer Satisfaction: By reviewing and classifying case studies, logistics services professionals can provide better customer service. This can result in greater customer satisfaction and improved customer loyalty.
5. Improved Networking: By reviewing and classifying case studies, logistics services professionals can build a better network of contacts and resources. This can help to make it easier to provide the best services for customers.

**Conclusion:**

The analysis of successful express logistics firms has demonstrated that a combination of efficient operational processes, technological advancements, and customer-focused strategies are essential to achieving success in the industry. Companies that effectively address the various challenges posed by the express logistics industry have a distinct advantage over their competitors. By leveraging the latest technology, optimizing their operations, and providing superior customer service, express logistics firms can create a competitive advantage and ultimately grow their business.

**References:**

- 1 Banomyong, R., Veerakachen, V., and Supatn, N., 2008. Implementing legality in reverse logistics channels. *International Journal of Logistics: Research and Applications*, 11 (1), 31–47.
- 2 Gunasekaran, A., Ngai, E.W.T., and Cheng, T.C.E., 2007. Developing an e-logistics system: a case study. *International Journal of Logistics: Research and Applications*, 10 (4), 333–349.
- 3 Keane, M.P. and Feinberg, S.E., 2007. Advances in logistics and the growth of intra-firm trade: the case of Canadian affiliates of U.S. multinationals, 1984–1995. *Journal of Industrial Economics*, 55 (4), 571–632.
- 4 Yingli W., Potter, A., and Naim, M., 2007. Electronic marketplaces for tailored logistics. *Industrial Management and Data Systems*, 107 (8), 1170–1187.
- 5 Dotoli, M., Fanti, M.P., and Mangini, A.M., 2007. Fuzzy multi-objective optimization for network design of integratede-supply chains. *International Journal of Computer Integrated Manufacturing*, 20 (6), 588–601.
- 6 Esper, T.L., Fugate, B.S., and Davis-Sramk, B., 2007. Logistics learning capability: sustaining the competitiveadvantage gained through logistics leverage. *Journal of Business Logistics*, 28 (2), 57–81.

- 7 Masson, R., et al., 2007. Managing complexity in agile global fashion industry supply chains. *International Journal of Logistics Management*, 18 (2), 238–254.
- 8 Matopoulos, A., Vlachopoulou, M., and Manthou, V., 2007. Exploring the impact of e-business adoption on logistics processes: empirical evidence from the food industry. *International Journal of Logistics: Research and Applications*, 10 (2), 109–122.
- 9 Chan, H.K., 2007. A pro-active and collaborative approach to reverse logistics – a case study. *Production Planning and Control*, 18 (4), 350–360.
- 10 Matopoulos, A., et al., 2007. A conceptual framework for supply chain collaboration: empirical evidence from the agri-food industry. *Supply Chain Management*, 12 (3), 177–186.
- 11 Dullaert, W., et al., 2007. Revisiting service-level measurement for an inventory system with different transport modes. *Transport Reviews*, 27 (3), 273–283.
- 12 Varila, M., Seppanen, M., and Suomala, P., 2007. Detailed cost modelling: a case study in warehouse logistics. *International Journal of Physical Distribution and Logistics Management*, 37 (3), 184–200.
- 13 Hortaçsu, A. and Syverson, C., 2007. Cementing relationships: vertical integration, foreclosure, productivity, and prices. *Journal of Political Economy*, 115 (2), 250–301.
- 14 Pålsson, H., 2007. Participant observation in logistics research: experiences from an RFID implementation study. *International Journal of Physical Distribution and Logistics Management*, 37 (2), 148–163.
- 15 Choy, K.L., et al., 2007. Managing uncertainty in logistics service supply chain. *International Journal of Risk Assessment and Management*, 7 (1), 19–43.
- 15 Rittgen, P., 2007. Supporting the design of service contracts with interaction models. *International Journal of Internet and Enterprise Management*, 5 (1), 5–22.
- 16 Lunce, S.E., et al., 2006. Success and failure of pure-play organizations: Webvan versus Peapod, a comparative analysis. *Industrial Management and Data Systems*, 106 (9), 1344–1358.
- 17 Caputo, A.C. and Pelagagge, P.M., 2006. Management criteria of automated order picking systems in high-rotation high-volume distribution centers. *Industrial Management and Data Systems*, 106 (9), 1359–1383.
- 18 Nilsson, F. and Darley, V., 2006. On complex adaptive systems and agent-based modelling for improving decision-making in manufacturing and logistics settings. *International Journal of Operations and Production Management*, 26 (12), 1351–1373.
- 19 Dekkers, R., 2006. Engineering management and the order entry point. *International Journal of Production Research*, 44 (18/19), 4011–4025.
- 20 Durst, S.M. and Binder, M., 2006. Improving efficiency through internal benchmarking. *International Journal of Business Performance Management*, 8 (4), 290–306.
- 21 Petersen, T., 2006. Development of a city logistics concept. *Production Planning and Control*, 17 (6), 616–623.
- 22 Halldórsson, Á. and Skjøtt-Larsen, T., 2006. Dynamics of relationship governance in TPL arrangements – a dyadic perspective. *International Journal of Physical Distribution and Logistics Management*, 36 (7), 490–506.

- 23 Price, P.M., 2006. A model for logistics management in a post-Soviet Central Asian transitional economy. *Journal of Business Logistics*, 27 (2), 301–331.