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UPS (UNITED PARCEL SERVICE) SWOT & PESTLE ANALYSIS

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Company Name : UPS (United Parcel Service)

Company Sector : Logistics and Transportation

Operating Geography : North America, United States, Global

About the Company :

United Parcel Service (UPS) is one of the largest global package deliveries and logistics company and also is a specialized provider of supply-chain management solutions and services. It serves an estimated 8 million customers daily in more than 220 countries globally as of 2018. Founded in 1907, UPS is based in Atlanta, US and has more than 444,000 employees as of 2015.

UPS mission statement 2013 states “What We Seek to Achieve: Grow our global business by serving the logistics needs of customers, offering excellence and value in all that we do. Maintain a financially strong company-with broad employee ownership-that provides a long-term competitive return to our shareowners.”

Revenue :US \$ 60.90 billion – FY ending Dec 2016

SWOT Analysis :

The SWOT Analysis for UPS (United Parcel Service) is given below:

| Strengths | Weaknesses |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> 1.Strong proven financials 2.Global network 3.Fortune 100 Company with strong brand reputation 4.Investments in technology and R&D 5.Industry specific solutions | <ul style="list-style-type: none"> 1.Majority of employees represented by Union |
| Opportunities | Threats |
| <ul style="list-style-type: none"> 1.Rise in off-shoring and near-shoring 2.E-Commerce and supply chain revolution across sectors | <ul style="list-style-type: none"> 1.Formidable competition 2.Foreign currency fluctuations |

PESTLE Analysis :

The PESTLE Analysis for UPS (United Parcel Service) is given below:

| | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| <p style="text-align: center;">Political</p> <p>1.Participation in political process and policy issues</p> <p>2.Political developments leading to economic uncertainty</p> | <p style="text-align: center;">Economical</p> <p>1.Macroeconomic factors and logistics industry</p> <p>2.Impact of currency fluctuations</p> |
| <p style="text-align: center;">Social</p> <p>1.Online retail growth to boost e-commerce deliveries</p> | <p style="text-align: center;">Technological</p> <p>1.Big Data and analytics for efficient supply chain execution</p> |
| <p style="text-align: center;">Legal</p> <p>1.Involvement in class action lawsuits</p> <p>2.Local regulations and geopolitical tensions</p> | <p style="text-align: center;">Environmental</p> <p>1.Leveraging new technologies for environmental sustainability</p> |

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