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DEUTSCHE POST SWOT & PESTLE ANALYSIS

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Company Name : Deutsche Post

Company Sector : Mail and Logistics

Operating Geography : Germany, Europe, Global

About the Company : Deutsche Post, operating as the Deutsche Post DHL Group, is a German postal service and international courier service company. It is the world's largest mail and Logistics Company. It functions under 2 brands: Deutsche Post as Europe's leading postal service provider and DHL is uniquely positioned in the world's growth markets, with a comprehensive range of international express, freight transportation, e-commerce and supply chain management services. Deutsche post employs approximately 520,000 employees, as of 2018 in over 220 countries and territories worldwide. Their products and services are targeted towards both private and business customers and range from physical, hybrid and electronic letters to merchandise delivery and include additional services such as cash on delivery, registered mail and insured items.

Deutsche Post's mission statement reads "Excellence. Simply Delivered. – is our guiding light." Their vision is to be The Logistics Company for the World. Deutsche Post DHL Group's USP or unique selling proposition lies in being the world's leading mail and logistics Group. With over 5 centuries of postal history, Deutsche Post is credited with founding of the modern postal system to the establishment of the world's leading logistics group.

Revenue :

60,444 million – FY 31st Dec 2017 (y-o-y growth +5.4%)

57,334 million– FY 31st Dec 2016

SWOT Analysis :

The SWOT Analysis for Deutsche Post is given below:

| Strengths | Weaknesses |
|--|---|
| <ul style="list-style-type: none"> 1. Robust presence in Germany 2. Market leader in key business sectors 3. High Quality Customer Support 4. Focusing on future building 5. Diversification in business model 6. Excellent brand visibility and quality service | <ul style="list-style-type: none"> 1. No investment in R&D 2. Decline in profitability in PeP division 3. KFC unsatisfied with DHL services |
| Opportunities | Threats |
| <ul style="list-style-type: none"> 1. Revolution in e-commerce industry 2. Restructuring and cost reduction to increase profitability 3. Rising demand for Express services 4. High growth trajectory in emerging markets through partnerships and acquisitions | <ul style="list-style-type: none"> 1. Increasing material expenditure 2. Amazon's entry into Logistics and stiff competition from other international players 3. Trade disputes among nations 4. Rising fuel prices and fluctuating economies |

PESTLE Analysis :

The PESTLE Analysis for Deutsche Post is given below:

| | |
|--|--|
| <p style="text-align: center;">Political</p> <p>1.Changes in custom regulations due to Brexit</p> | <p style="text-align: center;">Economical</p> <p>1.Global economy picks up 2.Expected growth in global trade 3.Dependence on regulatory bodies</p> |
| <p style="text-align: center;">Social</p> <p>1.Customers looking for more efficiency and transparency 2.New shopping patterns</p> | <p style="text-align: center;">Technological</p> <p>1.Undergoing technology transformation 2.Heavy investments in the technology for efficiency enhancements and cost reduction</p> |
| <p style="text-align: center;">Legal</p> <p>1.Increase in number and complexity of Foreign trade and custom laws 2.Legal standards in code of conduct</p> | <p style="text-align: center;">Environmental</p> <p>1.Agreements to cut down on CO2 emissions and waste</p> |

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We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

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