

## Canada Post: A Comprehensive Review



### 1.0 Executive Summary

Canada Post is a crown corporation owned by the federal government that provides post and parcel services to all of Canada. With technology rapidly changing the lives of Canadians, to remain competitive, it is important for Canada Post to be agile, innovate rapidly and serve the changing needs of Canadian customers. The objective of this report is to do a comprehensive analysis of the company and the industry; following which, provide a set of recommendations to the senior leadership of the company on the strategic direction that the company should adopt.

The report begins with a thorough research on the company. The postal operator has a long history within Canada, and with the advent of email and other forms of internet communication, Canada Post identified a need for a strategic shift in operation, and implemented a 5 Point Action Plan in order to get there. This strategic initiative was in part due to declining revenues these past years, and has resulted in a tangible increase in profitability. The report also highlights the role of external influences, specifically the Government and Unions and their leverage on Canada Post and its leadership team.

To fully analyse the position in which Canada Post currently resides in their industry, a SWOT analysis was conducted, a Porter's 5 Forces model was used and finally a deep dive was

conducted to specifically analyse the technological changes taking place in the industry. The results of these analyses include a significant trend in a booming E-commerce industry, the need for big data solutions to provide better marketing services, a change in the landscape of delivery services and the need to address organisational culture to attract the best talent.

There are five major recommendations that stemmed from our analysis - the company should adapt a matrix organisation, have an adaptive culture, ride the wave of E-commerce by increasing partnerships in the industry and being the de-facto parcel delivery service, grow the technology team to include big data capabilities and finally acquire a drone delivery company to stay ahead of the delivery services curve.

If Canada Post can adopt the proposed changes and implement the recommendations, we firmly believe that the company would reap many benefits, such as the ability to remain competitive for years to come, the provision of excellent service to their customers, and an increase in operational efficiency throughout the organization.