

Team 6 Executive Summary

FedEx is an American multinational delivery and shipping company that has its headquarters located at Memphis, Tennessee. FedEx provides its services worldwide, with having major market share within USA. In order to accompany for the changing needs of customers and the environment and compete with its rivals, FedEx has to remain agile to capture new opportunities, update its company infrastructure and adopt new technological changes. The objective of this report is to analyze; FedEx's journey so far of becoming an industry giant, company structure and culture, current industry trends and position of the company and suggest improvement recommendations to the company, aiming to increase its effectiveness.

The report is structured in a chronological manner, meaning it starts with the history of the company, pointing out major milestones achieved so far, followed by the current analysis of the industry and how FedEx has been able to maintain its position, structured itself and built its company culture. Based on the analysis performed regarding past, present and the future, report is then concluded with recommendations that target opportunities to capture such as E-Commerce market while maintaining its competitive strategies and still manage its market share within USA.

Assuming that FedEx embraces the recommendations pointed out by the report and does not deviate from its current culture and performance, team expects the company to meet its future goals with additional benefits such as expanding its market share in untapped markets, maintain its position and please its shareholders.