PROBLEM SOLUTION FIT

Globalism : DHL operates a global scale. They operate in more than 220 countries . They provide services that appeal the most of the world . They have such large market in which to operate , and thus realise tremendous revenue they can also achieve global economies scale

Eservices and technology : DHL uses and continues to search for new technology . They spend nearly 10% of total revenues , for information technology . DHL also has excellent eServices that provide access for system that ensure customers have control

Coporate Symbiosis : DHL has developed its own organizational structure to serve the global market, which it has called " coporate symbiosis" This approach encompasses the empowerment of DHL logistics

Smart-Truck Project : It is the programme which allows DHL driver faster . The data are transmitted directly to the dynamic route planning system , which recalculates routes, depending on volume or traffic

Weak Visibility: It has weak visibility in the community compared with its potential

High prices : DHL's prices are above their competitors This can be a weakness if their customers doo not perceive a difference between DHL and competitors services