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### Executive Summary

The following executive summary presents a comprehensive outline of the suggested integration of an AI-Driven Logistics Optimization System within FedEx's operations. The objective of the system is to capitalize on the potential of artificial intelligence, machine learning, and advanced analytics to enhance the efficiency of route optimization, resource management, and delivery streamlining.

In the contemporary logistics industry, characterized by intense competition, digital technologies have emerged as a critical factor in achieving a competitive advantage. The implementation of an AI-driven system can potentially provide FedEx with operational enhancements, increased efficiency, and the ability to meet the ever-changing demands of its customers. The advantages of the system encompass enhanced route planning, streamlined resource allocation, anticipatory data analysis, live monitoring, and preemptive anomaly handling.

The proposed system is in alignment with the current industry trends, wherein the transformation is being driven by technology. The utilization of artificial intelligence and sophisticated analytics can enable FedEx to optimize operational efficiency, curtail expenses, and augment customer contentment. The seamless transition of the system can be ensured by integrating it with the existing processes, including package tracking and fleet management.

The deployment of an AI-Driven Logistics Optimization System at FedEx would have a transformative impact on its operations, bolster its market standing, and elevate the quality of its customer service. The adoption of advanced technologies by FedEx would enable the company to establish itself as a prominent player in the industry. This move would not only enhance the organization's competitive advantage but also generate favorable outcomes across the entire value chain. The proposed strategic initiative aligns with FedEx's overarching vision of delivering dependable, streamlined, and client-focused logistical solutions.

### Introduction

The logistics and delivery industry holds a crucial position in facilitating global connectivity between businesses and consumers. FedEx Corporation has established itself as a trusted provider of reliable, efficient, and timely delivery services. It is crucial to keep up with the fast-paced development of digital technologies, in order to ensure that businesses remain competitive and meet the changing demands of their customers.

This report proposes the implementation of an AI-Driven Logistics Optimization System for FedEx as a digital enterprises developer. Through utilizing the functionalities of this cutting-edge platform, it will be possible to optimize operational effectiveness, enhance client satisfaction, and solidify their standing as a frontrunner in the field of logistics.

The analysis commences with an evaluation of the influence of information and communication technologies on the industrial sector, emphasizing the potential business prospects that result from the implementation of modern digital technologies in the logistics and delivery domain. A thorough analysis of FedEx's internal business processes is performed using Porter's Value Chain to pinpoint opportunities for digitalization or digital transformation within the company's operations.

Based on the findings from the industrial and internal assessments, a proposal for a new Business Information System (BIS) is suggested as a Digital Enterprises Developer. The goal of this system is to optimize inbound logistics, operations, outbound logistics, and customer service through the use of real-time data, predictive analytics, and advanced tracking technologies.

The report examines the potential impact of the AI-Driven Logistics Optimization System on the industrial environment, market forces, and value chain. These changes involve changes in competition, technology advancements, evolving customer expectations, and digital transformations across industries.

In general, this proposal emphasizes the significance of adopting digital technologies in the logistics sector and puts forth a convincing argument for integrating an AI-Driven Logistics Optimization System at FedEx. Through the utilization of AI and cutting-edge analytics, as a digital enterprises developer, FedEx can establish itself as a leader in industry innovation, providing unparalleled services and fostering ongoing expansion in an ever-evolving digital landscape.

### Industrial Market Analysis

The FedEx Corporation is a prominent American multinational courier delivery services organization that has established itself as a worldwide leader in the logistics industry, recognized for its effectiveness, timeliness, and dependability in delivering services. The FedEx Corporation provides a comprehensive range of services to a diverse clientele, encompassing enterprises of varying magnitudes, ranging from modestly sized businesses to expansive multinational corporations (FedEx Corporation, 2021).

In the contemporary era of globalization, FedEx assumes a pivotal position in facilitating the interconnectivity between commercial entities and end-users. The logistics and delivery industry is characterized by intense competition and constant evolution, as the advent of novel digital technologies has brought about a paradigm shift in operations and transformed the competitive milieu.

An in-depth analysis of the logistics and delivery industry utilizing Porter's Five Forces Analysis (Porter, 1979) yields noteworthy findings:

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| --- | --- | --- | --- |
| **Force** | **Description** | **FedEx Specifics** | **Measurement** |
| Competitive Rivalry | It pertains to the level of rivalry amidst established enterprises. Intense competition can have a detrimental impact on a firm's profitability and market share retention. | The express delivery industry is characterized by intense competition, with prominent contenders such as UPS, DHL, and Amazon offering comparable services. In the year 2022, FedEx possessed a market share of 30% in the United States, which was marginally lower than the market share of UPS, which stood at 39%. In order to maintain a competitive edge, it is imperative that FedEx make ongoing investments in both technology and operational efficiency. | High |
| Threat of New Entrants | The facilitation of new entrants into an industry may result in a substantial weakening of the established firms' position. | The industry of logistics and delivery necessitates substantial capital investments and adherence to intricate regulations, rendering it arduous for fresh participants to enter. Notwithstanding, the utilization of innovative digital technologies by startups may still present a challenge to FedEx. | Low |
| Threat of Substitutes | The existence of feasible substitutes for a firm's offerings can pose a risk to its financial performance. | The primary function of FedEx is to provide physical transportation of packages and paperwork. The industry may face potential disruption from emerging technologies like drone delivery and 3D printing, although there are currently limited direct substitutes available. | Low to Moderate |
| Bargaining Power of Suppliers | When suppliers possess significant power, they can potentially raise the prices of goods and services, which can have an adverse effect on a company's profitability. | The FedEx corporation is dependent on a variety of suppliers, including those who provide fuel and those who supply technology. The impact of fuel price volatility and regulatory pressures on operations can be reduced through strategic sourcing and efficient resource management. | Moderate |
| Bargaining Power of Customers | The ability of customers to switch to alternative service providers can have an impact on the profitability of a company. | In the express delivery market, customers possess a considerable amount of bargaining power due to the abundance of players providing comparable services. In order to maintain customer loyalty, it is imperative that FedEx implements cutting-edge tracking technologies and expeditious customer service to optimize the customer experience. | Moderate |

### Internal Business Process Analysis

#### Inbound Logistics

The inbound logistics function encompasses the receipt of shipments from customers and the management of the sorting process. The efficient handling of a vast volume of packages and documents is crucial for FedEx on a daily basis. The implementation of advanced technology and automated sorting systems has been leveraged to optimize and expedite this process, as noted by Graf (2022). The FedEx Corporation has strategically managed its global transportation network by optimizing routes and coordinating shipments to minimize delays and improve efficiency. This approach has enabled the company to enhance its operational performance and gain a competitive advantage in the market (FedEx Corporation, 2021).

#### Operations

The operational framework of FedEx comprises a diverse range of activities, encompassing package handling, transportation, tracking, and delivery. The company boasts a widespread international footprint and leverages a substantial fleet of delivery vehicles and aircraft to guarantee punctual and dependable service (Statista, 2022). The implementation of sophisticated tracking mechanisms, encompassing instantaneous status notifications and signature authentication, endows patrons with lucidity and assurance during the entirety of the shipment journey (FedEx Corporation, 2021).

#### Outbound Logistics

The outbound logistics function of a firm encompasses the activities that are involved in the delivery of products to customers and the optimization of the movement of goods through the supply chain. FedEx has successfully developed a comprehensive global distribution infrastructure, strategically positioned across the globe. The aforementioned centers function as pivotal nodes for the classification and distribution of consignments, thereby facilitating prompt and precise conveyances (Statista, 2022). As per Graf's (2022) findings, the company has implemented sophisticated logistics management systems that effectively streamline routing and resource allocation. This has resulted in a reduction of transportation costs and an enhancement of customer service.

#### Marketing and Sales

The marketing and sales endeavors of FedEx are centered on the promotion of its services and the cultivation of customer engagement. The corporation employs a multi-channel approach, encompassing online advertising, direct marketing, and partnerships, to effectively reach its intended audiences (FedEx Corporation, 2021). FedEx prioritizes customer-centric marketing strategies to promote its dependability, expeditiousness, and worldwide accessibility, with the objective of enticing and retaining customers (Statista, 2022).

#### Service

The provision of service activities is of utmost importance in guaranteeing customer contentment and allegiance. FedEx Corporation offers a comprehensive suite of customer support services, encompassing a range of communication channels such as phone, email, and chat. These services are designed to cater to the diverse needs of customers, providing them with timely and effective assistance in addressing inquiries, concerns, and package tracking requirements. The organization has made a strategic investment in customer service technology with the aim of augmenting the support experience and expediting issue resolution (Graf, 2022). In addition, FedEx provides supplementary offerings encompassing insurance, packaging solutions, and supply chain management services, which are tailored to meet the varied requirements of its customer base (Statista, 2022).

#### Procurement

Procurement is a critical business function that involves the systematic acquisition of materials, equipment, and services necessary for the smooth operation of an organization. This process encompasses a range of activities, including identifying suppliers, negotiating contracts, and managing relationships with vendors. Effective procurement strategies are essential for ensuring that businesses can access the resources they need to achieve their goals while minimizing costs and maximizing value. The global corporation, FedEx, has successfully established relationships with suppliers worldwide to guarantee a consistent supply of crucial resources such as fuel, vehicles, and technology equipment (FedEx Corporation, 2021). The procurement practices of the company are centered around sustainability, with a focus on identifying suppliers who share its environmental objectives (Graf, 2022).

#### Technology Development

The integration of technological advancements is a crucial component of FedEx's operational strategy. The organization consistently allocates resources towards technological innovations with the aim of optimizing its offerings and streamlining operations. As evidenced by Graf (2022), FedEx has implemented automation and robotics within its sorting facilities as a means of augmenting productivity and precision. The company employs data analytics and machine learning algorithms to enhance its operational performance by optimizing routes and forecasting demand, as per the FedEx Corporation (2021).

#### Human Resource Management

The strategic management function of human resources is primarily concerned with the acquisition, cultivation, and retention of a skilled and capable workforce. The company FedEx places a high value on its workforce and has made significant investments in training and development initiatives to foster their career advancement (Graf, 2022). The FedEx Corporation has established a corporate culture that prioritizes diversity and inclusivity in the workplace (FedEx Corporation, 2021). The company's objective is to foster an inclusive work environment that values and respects individuals from all backgrounds.

### New BIS development

In the current dynamic logistics landscape, leveraging digital technologies is imperative for firms to maintain competitiveness and fulfill customer demands. The implementation of an AI-Driven Logistics Optimization System can potentially augment FedEx's operations and customer experience, thereby enabling it to further solidify its position as a global leader in the delivery and logistics sector. The present proposal endeavors to capitalize on the potential of artificial intelligence, machine learning, and advanced analytics to enhance the efficiency of route optimization, resource management, and delivery streamlining.

The implementation of an AI-driven logistics optimization system can provide numerous benefits to organizations:

* Route Optimization- The utilization of an AI-powered system can facilitate the dynamic optimization of delivery routes through the analysis of extensive data, encompassing historical delivery patterns, real-time traffic conditions, and customer preferences. The implementation of this strategy would allow FedEx to optimize its operational efficiency by minimizing mileage, reducing fuel consumption, and ultimately decreasing delivery times. The study conducted by DHL reveals that the utilization of artificial intelligence in route optimization can potentially lead to a reduction of transportation costs by up to 10% (DHL, 2019).
* Resource Management - The utilization of an AI-powered system can effectively distribute resources, including delivery vehicles, aircraft, and personnel, by analyzing demand patterns, traffic conditions, and service level agreements. Through the implementation of workload balancing and resource utilization optimization strategies, FedEx can improve its operational efficiency and minimize superfluous idle time and expenses.
* Predictive Analytics -By utilizing machine learning algorithms, an AI-powered system has the capability to scrutinize both historical and real-time data, thereby furnishing precise demand forecasting. The implementation of this strategy empowers FedEx to forecast package volumes, discern peak periods, and preemptively allocate resources in a judicious manner. The importance of precise demand forecasting cannot be overstated as it can result in superior resource allocation, decreased occurrences of stockouts, and heightened levels of customer contentment.
* Real-time Tracking and Visibility - The integration of Internet of Things (IoT) devices and cutting-edge tracking technologies, including Radio Frequency Identification (RFID) and Global Positioning System (GPS), can enable an Artificial Intelligence (AI)-powered system to furnish instantaneous visibility and tracking of packages during the entire delivery process. The provision of real-time updates regarding the status and whereabouts of shipments enables customers to remain informed and up-to-date. The Accenture survey conducted in 2022 revealed that a significant majority of customers, precisely 84%, consider package tracking to be a crucial feature when selecting a logistics provider.
* Exception Management - The implementation of an AI-powered system can facilitate the automatic identification and handling of anomalies, including but not limited to, tardy deliveries, meteorological interferences, or vehicular congestion. Through the utilization of real-time data analysis and the implementation of machine learning algorithms, the system has the capability to propose alternate routes or adjust delivery schedules in order to mitigate any negative effects on customer service. The effective management of exceptions in a timely manner has been shown to have a positive impact on both operational resilience and customer satisfaction.

### New Industrial and Internal Business Environment Analysis

The following section offers a comprehensive examination of the alterations in the industrial landscape and the influence of the suggested digital solutions on the preceding industry assessment. The focus of this study is to analyze the impact of digital technologies on the aforementioned forces.

The implementation of advanced digital technologies, like artificial intelligence (AI), machine learning, and big data analytics, can greatly improve operational efficiency, optimize routing and resource allocation, and enhance customer service. The aforementioned developments have the potential to decrease the bargaining power of buyers by offering tailored and streamlined services, which can enhance patronage and diminish price sensitivity.

In addition, the utilization of digital solutions has the potential to bolster the bargaining power of suppliers through improved communication and collaboration, more efficient procurement procedures, and the optimization of the supply chain. The aforementioned can potentially result in enhanced relationships and increased bargaining leverage with suppliers.

Furthermore, the utilization of digital technologies has the potential to increase competition by introducing new entrants who utilize disruptive business models or innovative technologies. The utilization of alternative delivery methods and the development of substitutes can potentially heighten the threat of substitutes.

Through a critical evaluation of these changes, we can gain insight into how the proposed digital project impacts the industry landscape, modifies competitive dynamics, and potentially alters the measurements of Porter's Five Forces. In order to effectively evaluate the potential impact of digital solutions on an industry, it is crucial to provide thorough argumentation that is based on the specific solutions being proposed. This requires a detailed analysis of the various factors that may influence the success or failure of these solutions, as well as an assessment of their potential benefits and drawbacks. By carefully considering these factors, it is possible to gain a deeper understanding of how digital solutions can be leveraged to drive innovation and growth within an industry.

The utilization of digital technologies, such as advanced tracking systems and real-time visibility, has the potential to improve customer experience and enhance the value proposition for buyers. This can ultimately lead to increased buyer power. The enhancement of service provision and transparency by FedEx may potentially decrease buyer power, as customers increasingly depend on the unique features and capabilities offered by the company.

The power of suppliers can be positively impacted by digital solutions. These solutions can facilitate improved coordination and collaboration with suppliers, leading to a more efficient procurement process and stronger relationships. Improved communication and collaboration between parties can result in more advantageous terms and conditions, ultimately bolstering the bargaining power of suppliers.

Competitive Rivalry: The integration of digital technologies has the potential to intensify competition by enabling new entrants with disruptive business models or innovative technologies. The increased number of competitors in the logistics industry can intensify the level of competition, resulting in heightened price competition and innovation.

The threat of substitutes is a significant concern in the field of delivery services. With the advent of digital solutions like autonomous delivery vehicles and drone technology, there is a possibility of introducing new substitutes or alternative delivery methods. The innovations discussed possess the capability to decrease entry barriers for fresh competitors and enhance the possibility of substitutes in the logistics sector.

The logistics industry has been known to have high barriers to entry. However, the incorporation of digital technologies has the potential to reduce these barriers. This could lead to an increase in the threat of new entrants to the industry. The emergence of cloud computing and software-as-a-service (SaaS) solutions has enabled cost-effective alternatives for new market entrants, which may heighten the possibility of increased competition.

The integration of an AI-Driven Logistics Optimization System within FedEx's operations would result in substantial transformations in both the industrial landscape and internal business procedures. The present analysis endeavors to scrutinize and assess the probable modifications that may transpire consequent to the digital project.

The present study aims to analyze the transformations in the industrial environment. The industrial sector has undergone significant changes in recent years, which have impacted the way companies operate. The study will explore the various factors that have contributed to these changes, including technological advancements, globalization, and shifts in consumer behavior. The analysis will also examine the implications of these changes for businesses, including the need for increased agility and adaptability. Ultimately, the study will provide insights into the challenges and opportunities that arise from the evolving industrial landscape.

Market Forces Analysis: The logistics and delivery industry is characterized by intense competition, with major players such as UPS, DHL, and Amazon competing for market dominance. The integration of an artificial intelligence (AI)-based system at FedEx would confer a strategic edge by streamlining transportation routes, curtailing delivery lead times, and augmenting customer experience. The implementation of this strategy has the potential to enhance FedEx's market penetration and fortify its industry standing.

The logistics sector has been experiencing a swift evolution due to technological advancements. In today's business landscape, organizations are increasingly allocating resources towards digital solutions with the aim of optimizing operational efficiency, minimizing expenses, and augmenting customer satisfaction. The adoption of an AI-powered system would enable FedEx to establish itself as a frontrunner in the integration of cutting-edge technologies, potentially establishing a standard for other market participants to follow

In the contemporary business landscape, customers hold delivery services to a higher standard of performance. This phenomenon can be attributed to the elevated expectations of consumers in the current market. The customers demand prompt tracking, precise delivery projections, and outstanding customer support. The implementation of an AI-powered system at FedEx has the potential to significantly enhance the overall customer experience. By leveraging advanced technology, this system would be capable of providing customers with highly accurate tracking information, proactive exception management, and improved delivery efficiency. These benefits would not only improve customer satisfaction, but also increase operational efficiency and reduce costs for the company. The implementation of this strategy is expected to result in the attainment of customer expectations, surpassing them, and ultimately leading to a boost in customer satisfaction and loyalty.

The purpose of this analysis is to examine the changes that have occurred in the value chain. The value chain is a series of activities that a company performs in order to deliver a product or service to the market. The value chain is composed of primary and support activities. Primary activities include inbound logistics, operations, outbound logistics, marketing and sales, and service. Support activities include procurement, technology development, human resource management, and infrastructure. Over the years, the value chain has undergone significant changes due to advancements in technology, globalization, and changes in consumer behavior. One of the most significant changes in the value chain has been the increased use of technology in all aspects of the chain. Technology has enabled companies to streamline their operations, reduce costs, and improve efficiency. For example, the use of automation in manufacturing has reduced the need for human labor, resulting in cost savings for companies. Another change in the value chain has been the globalization of markets. Companies are now able to source materials and labor from all over the world, resulting in lower costs and increased competition. However, this has also resulted in increased complexity in managing the value chain, as companies must now deal with different cultures, languages, and regulations. Finally, changes in consumer behavior have also had an impact on the value chain. Consumers are now more informed and have higher expectations when it comes to product quality, delivery times, and customer service. This has forced companies to focus on improving their service offerings and providing a better customer experience. In conclusion, the value chain has undergone significant changes in recent years due to advancements in technology, globalization, and changes in consumer behavior. Companies must adapt to these changes in order to remain competitive and provide value to their customers.

The implementation of an AI-driven system in the inbound logistics process at FedEx would lead to optimized sorting processes and efficient resource allocation. The proposed system entails a comprehensive analysis of incoming shipments, taking into account various factors such as weight, size, and destination. Subsequently, the system would allocate appropriate resources for sorting, thereby optimizing the overall logistics operations. The proposed solution aims to optimize operations by minimizing manual intervention and enhancing efficiency.

The potential implementation of an artificial intelligence (AI)-driven system at FedEx could have significant implications for the broader industry. It is plausible that competitors may be motivated to allocate resources towards comparable digital solutions in order to sustain their competitiveness. The industry is poised to undergo a rapid digital transformation, with firms embracing cutting-edge technologies to streamline operations and adapt to changing customer needs.

The integration of an AI-Driven Logistics Optimization System at FedEx would have a transformative impact on its operations, bolster its market standing, and elevate customer satisfaction. The implementation of such technologies is expected to have a profound impact on the industrial landscape, compelling rival firms to follow suit. The enhancement of the value chain at FedEx is anticipated.

The four key components of the value chain are inbound logistics, operations, outbound logistics, and customer service. These elements are critical to the success of any business, as they collectively contribute to the creation and delivery of value to customers. Inbound logistics refers to the processes involved in sourcing and receiving raw materials or other inputs necessary for production. Operations encompass the activities involved in transforming these inputs into finished products or services. Outbound logistics involves the transportation and distribution of these products or services to customers. Finally, customer service encompasses the activities involved in providing after-sales support and ensuring customer satisfaction. By effectively managing each of these components, businesses can optimize their value chain and enhance their overall competitiveness. The outcome of the proposed measures would be a boost in operational efficiency, a decrease in expenses, and an enhancement in customer contentment.

### Conclusion

The proposal to implement an AI-Driven Logistics Optimization System at FedEx offers a promising chance for the enterprise to boost its operations, increase efficiency, and cater to the changing demands of customers in the fast-paced logistics sector. Through the utilization of AI, ML, and advanced analytics, it can help FedEx enhance its competitive advantage and establish itself as a market leader.

The analysis of the industrial environment indicates that digital technologies have a significant impact on the logistics industry as a digital enterprises developer. The advent of technologies like AI, automation, and big data analytics offers several business prospects for a digital enterprises developer like FedEx to capitalize on. By adopting these technologies, it is possible to maintain a competitive edge, improve their service portfolio, and leverage changing customer demands.

The internal analysis of business processes identifies crucial areas in FedEx's operations that can leverage digitalization and transformation as a digital enterprises developer. Through the implementation of an AI-Driven Logistics Optimization System, it is possible to assist FedEx in optimizing inbound logistics, operations, outbound logistics, and customer service. This will result in streamlined processes, reduced costs, and improved overall efficiency.

The AI-Driven Logistics Optimization System is in line with current industry trends and caters to the increasing customer demands. Developing the AI-Driven Logistics Optimization System would result in alterations within the industrial landscape, such as modifications in market dynamics and the value chain. Competitors might feel the need to implement comparable technologies, resulting in digital transformations across the industry. The investment in cutting-edge technologies by FedEx would position the company as an industry leader, setting a benchmark for innovation and service excellence in the digital enterprises industry.

To sum up, developing an AI-Driven Logistics Optimization System for FedEx is a promising chance to enhance operational efficiency, elevate customer experience, and stay ahead of competitors in the logistics sector. By leveraging digital technologies FedEx maintains its leadership position and provides exceptional services in a constantly evolving digital environment.

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