**Trail of FedEx**

FedEx also known as Federal Express is an American international courier delivery services business firm which was started by Frederick Smith in 1971(around 46 years ago). It provides third party logistics, freight forwarding, post delivery and express mail. It is eminent for its overnight shipping service and also for its real-time tracking update of the package location (FedEx, 2017)

. It is one of the best courier companies throughout the world.

* **FedEx success in Asia**

FedEx touched down the Asian market successfully as at that time there was no competition between the courier firms gaining a great advantage at conquering the market. In 1980s, Fred Smith recognized the market of China and slowly he go to know that Asia can be a very powerful place for expanding the business (Anon, 2017).He was focused on the customer needs that changes significantly and to work parallel on these changes, company started making the new strategies to become mobile and agile(flexible) with the same time fulfilling the customer needs. These strategies were started from the Asian market with the new implements like innovative technologies, creating an experience with international customers which are using its facilities. FedEx also paid a large amount of money to China company to get the rights to fly into the most Asian airports. This decision was the game changer for the company as it turned out to be highly profitable. Company received many shipment orders from Asian countries which motivated the company to set up its firm throughout the Asia. It became customer-oriented which makes it more reputable company and trustworthy. FedEx managers thought the IT system should be taken into account to provide detailed information to customers about their shipments, it had to be automate and electronically tracks the shipment documentation (Hitt, M.A., Black et.al, 2014). This was the best satisfactory thing done by FedEx, which gained much trust from people, as they were now able to see their package details accurately. IT system provides a comfortable and smooth experience through customs and provides a very friendly online tracking user interface where customers can track their package (as their main focus was on customer’s needs only) (Anon, 2017). These initiatives helped the **FedEx to get successful in Asia.**

* **Can other companies follow FedEx approach and can take its market shares away from it?**

FedEx is a renowned company all over the world and provides one-perfect-package service. When a person wants to send a parcel to anyone, he/she always thinks about FedEx due to its goodwill. They are providing very good services and it’s a first company which invented the online tracking system through which a person is sure about the security of the parcel. It has a large setup in Asia and U.S.A which gives it a lot of revenue. By this revenue, Fred is investing more and more in expanding his business. The main point is it has invested a lot of money and for a new startup courier company its very difficult to invest a lot of money suddenly. But there are **less chances** that other **competitors** can imitate FedEx strategies and can take its share away from it.There are chances if other competitors are using better managerial skills then FedEx and can invest a lot of money with special smart work (Juita, 2017).Competitors can take its market share but in a short run if they start following up the FedEx strategies and lowering down the price of the same service which is given by FedEx. But if a company is giving all the services in a cheap price it must be lacking somewhere like breaking the quality moreover it cannot shift the trust from people having on FedEx(Docslide.us, 2017),still its very hard to calculate that other companies can imitate FedEx shares as there is much loyalty and clientele to it until and unless other competitor does something more and giving new feature which is not given by FedEx (Dacles, 2017).Moreover if there is any company coming up with the new product or strategy, FedEx will buy it up and will remain top in the world. It can drop down only in one case if FedEx lowers its quality service giving rise to other companies. There are many competitors which are well settled and gives a very tight competition to FedEx like **UPS(United Parcel Service),DHL,EMS(Express Mailing Service),SF express**. These are the companies, which can compete with FedEx, as they are also very old having goodwill in the market. SF express and UPS are very strong competitors in China, as SF express is about 50% of the EMS price and same like FedEx price giving all the quality services on time. It is also expanding its industry with the transportation all over the China imitating the FedEx approach (Ryu, Han and Choi, (2014)). At the end I’ll say no competitors cant take FedEx’s market share by imitating its approach because it’s very hard to imitate as companies must identity the opportunities, should pursue partnerships, implement IT system, **as imitation isn’t enough competitors must innovate.**

* **FedEx move to China by closing its hub in Philippines is a good decision?**

Yes, FedEx move to China was the biggest turning point for its success as China is the world third largest economy with a GDP of five trillion dollars. Philippines worked hard in the starting was the space was very less then Guangzhou which has more then three times the floor space approximately which can accommodate airbus large A380’s (traffic world, 2005). It has more facilities, which includes developed roads, cargo terminals and port facilities (Docslide.us, 2017). It decided to move its hub due to many reasons, one of the main reasons was that the market of China is much larger then the whole market of Southeast Asia which was limiting FedEx to grow in the world (Frock, 2009). According to the president of FedEx David Cunningham he said that Subic Bay was the important ex-military base after moving its hub to China and helped it in expanding the business like connection to Singapore, Japan and all Asia with Taiwan, Australia and Philippines as it connected its linked back to Philippines in 1995.Cunningham said its really important to have a vast geographical network for the working of the business (air services). That’s why FedEx has found Pearl River Delta, which gives 40% of China’s export volume, which increases the capacity of a firm. The cargo market is predicted to be the fastest growing market for an at least 20 years. President found the China to be the main center for the marketing and opened its hub in Shanghai (first was Guangzhou), even first direct flight started from China to America with the next day facilities and it launched in 2003(Forbes.com, 2017). There was no need of two major middle-Pacific hubs and Guangzhou has taken many changes like growth pattern and market changes. Fred Smith said that company has to move where its customers want it to move (Justine, H.K., 2005). China has shown much better growth then Philippines competing with Japan as China has experienced tremendous growth as it is a large importer of cars with many new raw materials like coal, oil and corn which helped FedEx to expand its business (Anon, 2017). So yes FedEx did the right thing by closing its hub in Philippines and build a $150 million hub the Guangzhou.

* **Applications of management functions of FedEx-planning, organizing and controlling**

Management place an important role in running the business and so with FedEx. It’s management skills is very brilliant as it explains the use of management functions-Planning, Organising,Controlling.FedEx uses it properly to fulfil the market needs with continually changing the founder’s potential to find opportunities.FedEx firstly developed its market in Asia mainly in China and to expand the business it bought Tanjin Dation W group and spent around $400 million which gave FedEx more control in China and Asia market. It followed the management structure by **planning** the main strategies of the company in **1979** in which Fred Smith focused on customer satisfaction by making the moves mobile and flexbile (Docslide.us, 2017).Planning the architecture of IT supporting the tracking details of the package which can build the trust of people o FedEx which were focused on the flexibility of the service.The most strongest strategic plan was the overnight service of courier with the door to door service. In **organizing** it implement many global strategies in Asia which acquired many distinct rival firms that helped to access the pan pacific market.The services are organised properly by innovating new technologies to create a smooth and continuous experience for international customers.It also build the new $150 mil Super hub in Guangzhou(2004).It organized many services according the objectives which were set before. FedEx **controlling** is very excellent as managers provide agile environment which help the company to respond quickly to the changes like in 2004 it rebranded all of the companies it provided.Moreoever the controlling applications helped the managers to recheck and review the documentation of shipments to make it quickly by cutting and saving the time and cost.Due to this it opened up 22 freight offices in international locations Mexico,Brussels,London.In other words it has many developers which administers IT operations. At last I’l say it cannot be done without having the right direction of managerial functions.So company should carefully follow these skills to be on the top of the world in courier companies.

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