

## Chapter -I

### 1.1 Background

As we all know this is the 21<sup>st</sup> century also known as science and technological generation. Usage of science and technological resources are increasing day by day. Most of this generation is getting used to using mobile phone, internet, and other vast resources. The usage of internet is increasing day by day as well. As the century is continues, buying and selling of products and items can done easily. It is easier and faster than going on a market, selecting the products, making the payment and getting the products at home with the help of courier service .using a internet these things are done digitally.

### Introduction

The name of our business is **COURIER SERVICE**. This refers to a service that delivers goods, packages, letters, and documents to your door. A company that provides such a service is a courier service. We consider them to be a fast and expedient service, even if it is a standard delivery service or standard delivery service or standard shipping. A courier service is professional and specialized in delivery services with a focus on quality customer service

Courier services are distinguished from ordinary mail and other modes of delivery services based upon their speed, security, swift delivery, etc. Courier service are expensive compared to other modes of mail service and are usually considered important when one of the above mentioned features is of importance to the user of the service.

All the renowned e-commerce business depends on some of the largest courier service or logistics providers that give them value for their money. Their state-of-the-art shipping techniques, unique operations, and unique solutions have helped many businesses run their shipping operations and fulfilled their delivery needs successfully.

Moreover, these courier services have taken the lead in looking after customs, taxes, and duty fares in international shipments. They do not take these measures to ensure the buyer nor has the sender to worry about losing their parcel in transit.

## **1.2 VISSION:**

- To be a leader in industry, setting the standard for excellence in delivery services.
- To build long-term relationships with our customers, partners and employees
- To be a responsible and sustainable business, minimizing our environmental impact and giving back to our communities
- To use innovative technologies and processes to streamline and optimize our delivery operations
- To provide exceptional customer service, going above and beyond to meet the need of our clients

## **1.3 MISSION:**

- To provide reliable and efficient courier service to our clients, ensuring that their packages are delivered on time and in good condition.
- We strive to be a trusted partner for businesses and individuals by offering competitive pricing, flexible delivery options, and exceptional customer service.
- Our goal is to make the process of sending and receiving packages as convenient and stress-free as possible for our clients.

## **1.4 LOCATION:**

Location is the place where a firm decides to site its operation. Location decision can have a big impact on cost and revenue. A business need to decide on the best location taking into account factors such as:

- Customers- is the location convenient for customers?
- Staff-are there sufficient numbers of staff with the right skills willing to work at the right wage?
- Support service- are there service offering specialist advice, training and support
- Cost- how much wills the premises cost? Those situated in prime location (such as city centers) are far more expensive to rent then edge-of-town premises.

Regardless of having a digital business we are physically situated at BANEPA- 5 KAVRE, TINDOBATO.

## 1.5 SWOT Analysis:

A SWOT analysis is a tool used to identify the strengths, weakness, opportunities, and threats of business. Here is a samples SWOT analysis of a courier service.

### Strengths:

- Speed
- Reliability and Flexibility
- Security
- Customization
- Expertise

### Weakness:

- Limited geographical coverage
- Limited service option
- Dependence on external factor
- Relatively high cost
- Limited customer service

### Opportunity

- Starting a courier business.
- Working as a courier.
- Using courier services to grow your business.
- Investing in a courier company.

Overall, courier services can provide a range of opportunities for individual and businesses.

### Threats

- Security
- Natural disasters
- Legal and regulatory challenges
- Technological disruption
- Human error
- Cyber security

It is important for courier service to have strategies in place to mitigate these threats and adapt to changes in the industry.

## Chapter-II

### Marketing Plan

#### 2.1 Description of product & service

Courier services are often used by businesses to send documents, products, and other materials to customer or clients. They are also used by individuals to send packages to friends and family members, either within Nepal or abroad.

To use a courier service in Nepal, customers typically need to package their items and take them to a courier office or drop-off location. They may also be able to arrange for the courier service to pick up the package from their location. Customers will then need to pay a fee based on the weight and size of the package, as well as the distance it will be traveling and the speed of delivery.

S.N	Services
1	Pick-up and drop-off
2	Insurance for lost or damaged
3	Same day delivery
4	Custom clearance
5	Package track and delivery confirmation

#### 2.2 Target Market

- Businesses
- Government Organization
- E-commerce Businesses
- Individual customer
- Healthcare Facilities

#### 2.3 Demand Analysis

- Nepal has a rapidly growing economy, which is leading to an increase in demand for courier service as businesses and individuals need to send and receive packages locally and internationally.
- The growth of e-commerce in Nepal is also driving demand for courier services as more people shop online and need their purchases to be delivered to them.

- The increasing urbanization in Nepal is also contributing to the demand for courier services as more people live in cities and need to send and receive packages more frequently.
- The lack of reliable and efficient postal services in Nepal is also leading to an increase in demand for courier services as people turn to more reliable and faster options for sending and receiving.

## **2.4 Competition Analysis**

- Nepal postal service has a strong presence in the market due to its government backing.
- Other local competitors in the market include companies such as Blue Dart and TNT Express.
- Companies must offer timely delivery, reliable service, and competitive pricing.

## **2.5 Estimation of Market Share**

- Identify target market.
- Determine marketing budgets.
- Develop marketing strategy.
- Measure and analyze results.
- Adjust and optimize.

## **2.6 Measures of Business Promotion**

We are digitized that's why our promotion are done through the help of internet.  
How we promote our business on the internet?

- Create a website.
- Use social media
- Advertise in local publication
- Offer discounts or promotion
- Provide excellent customer service.