

### 1) Why has FedEx been so successful in Asia?

FedEx is biggest express transportation organization on the planet. FedEx creator Fred Smith perceived that buyer requirement were regularly varying, and to be effective FedEx would need to actualize some strong strategies. Through a progression of buyouts, FedEx actualizes effective systems in Asia. FedEx accomplishment because of a range of reasons, First the organization went to the Asian market that time it had no opposition, and get the extraordinary favorable position of overcoming the market. Organizer of FedEx understands the market in the china and realized that Asia would turn into a monetary powerhouse. In this way, in 1984, they begin operation and in 1996 they have begun guide flying machine from China to the territory. In 1989 FedEx paid \$895 million to purchase Tiger global Inc. FedEx's business in Asian nations has taken off, with a sensational increment in the volume of merchandise sent over FedEx's worldwide system and a significant part of the development originating from Asia. FedEx offers a wide assortment of administrations. Above all FedEx puts resources into IT innovation to globalize their administrations with the goal that client can go on the web and check client shipment Investing in IT innovation make them one stage ahead to perceive the client necessity before some other organization in the market. FedEx started their own freight services. Since FedEx has their own freight services, FedEx made easier and hustle free custom services for the customer as well as airport authorities. FedEx bought one local truck supplier for their local shipments. FedEx estimated delivery time beforehand and delivered the product within estimated time or before estimated time. Along with-it FedEx started new payment methods for e.g. Card system, net banking etc. their entrepreneurial soul and ability to go for broke in various made them fruitful in the market.

### 2) Can competitors imitate FedEx's approach in international markets and take market share away from the company? Why or why not?

Yes! FedEx is a well-known company. contenders can absolutely attempt and copy FedEx's approach in worldwide markets for successful business. Every company has fix client and own good will, that client is loyal to that company unless two things happened:

first company lacking the quality of product and the second one is another company reduce the price of the product. such thing happened in very rare case but new competitors can imitate FedEx approach. Even though FedEx's approach imitated by many of its competitors, FedEx has its own brand name and brand value, which gives FedEx competitive edge over its competitors. Currently, the market share of FedEx is approximately 45.22% and market shares of all the competitors including UPS, DHL, TNT, EMS etc. is approximately 54.78% (FedEx's Competitiveness ,2017). FedEx is a brand name so people automatically get attracted towards FedEx. Now a day's organizations have similar IT services like online payment, online tracking system etc., but the FedEx is on another level they have high revenue locally and globally. Due to large expansion and solid economy, it is very problematic for other competitors to create any problem to FedEx. Even after imitating FedEx approach in IT services, competitors were not able to give competitive advantage compared to FedEx, with continuous advancement in their IT services, FedEx remains at the top.

3) Is the FedEx moving to close its hub in the Philippines and build a new one in China a good decision for its Asian operations? Please explain.

FedEx is the largest express transportation organization on the planet. FedEx moved to China from the Philippines due to the largest market in Asia. Asian market remains the world's fastest-growing region. So, putting FedEx there will improve the growth. China has tremendous growth for import and export of the product. So, FedEx decided to move to Asia. In 1984 FedEx has started international Chinese delivery express in the market. In 1999 FedEx establish its business in the local market in collaboration with Chinese shipping organization called Da Tian W. In 2008 FedEx spend \$ 150 million to buy an airport in Guangzhou. Guangzhou is the organizations greatest hub outside the United States so it will help to stimulate the business both in southern China and globally. Hence, it will enable to meet the growing demand for air express service in the region. After starting air service FedEx bought a local truck supplier for their local shipment so that they can increase their business locally, maintaining and growing the business in China was very easy than in the Philippines.(Mijeong Ryu and Mihee Han 2014) In 2012, FedEx

received a license from China's state post bureau to operate in eight cities i.e.” Shanghai, Shanghai, Guangzhou, Shenzhen, Hangzhou, Tianjin, Dalian, Zhengzhou, and Chengdu “. All these cities are very highly populated in China. Hence those eight cities will be the biggest manufacturing center for FedEx. Overall 20% of market shares are captured by FedEx for international delivery and only 1% of the market shares are captured by the local delivery services. To deliver documents, parcels and packages local delivery within China, FedEx is depended on local delivery express’s aircraft services i.e. Yangtze River Express (YRE). After licenses granted, FedEx starts using their own aircrafts for delivery.

4) Can you identify the application of the managerial functions of planning, organizing and controlling in FedEx activities? Please explain.

Planning:

For the productive business, some crucial things must be recognized first. Owner of FedEx Fred Smith identifies the situation that requirement of the purchaser is always kept changing. To be effective FedEx would need to build some strategies. Through the progression of selling and purchasing. FedEx decided to shift their hub to China. China market is the place where the organization can increase their business and make more profit out of it. While planning strategies the main goal or aim is solid customer satisfaction. At that time organization developed a technology that attracts customer towards FedEx.

Organizing:

In 1984, FedEx began their operation. In 1989, FedEx spends \$895 million to purchase one local company i.e. Tiger International Inc. After that \$400 million spends to buy a group name called Tianjin Datian W. which handover 89 hubs to FedEx, It gives more control over administration. In 2008, Spend \$150 million to buy an airport for the new and largest hub outside the United States. To be more successful in the market, FedEx implements an IT system. IT system which can give each and every customer their

tracking details online. This online tracking system is one of the best strategies FedEx has made to attract people and increase their market shares.

#### Controlling:

Controlling is one of the important strategies, which observes the overall routine of the organization to increase business locally and globally (Anton, 2011). FedEx is trying to maintain their relationship with the local and global customer. Hence, always aware of competitor's strategies so they can improve their strategies and make a business successful.

#### References

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