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USPS vs FedEx

USPS stands for US postal service. The main objective of the service is to accelerate innovation in order to maximize value while also leveraging new technology and data to drive customers. In contrast, Fed-Ex service objective is to facilitate the dispatching of products and packages to the client via its fastest courier service. The company ensures that its service is available in all regions in the US and other countries worldwide. The other main objective of the company is to provide protection of the material that is transported while also charge a suitable amount of money for the packages/products to transfer from one country to the other (Schill).

USPS and Fed-Ex services compete with each other for many of the same customers. However, as both organizations provide relatively similar services, they have different strategies for attracting customers. USPS appeals to customers through pricing strategy. The USPS service started to offer a “flat rate” service that facilitates the organization in attracting more customers. This is because the service will charge the customers according to the size of the box in which the product is packed rather than the weight of the product itself. Additionally, the service attracts more customers by utilizing the place strategy (Schill). USPS service not only offers multiple locations that are close to the customers’ homes but also offers daily pick and drop service at homes for the customers. In contrast, Fed-Ex attracts customers by using the product differentiation facility. Fed-Ex service appeals to customers because of their fast delivery. The service attracts customers by also assuring the quality of the product. Fed-Ex also utilizes the promotion strategy by marketing the services offered by the company through advertisements and logos on the billboards. The company also uses technology that can facilitate tracking the location of the customers so that the product can be delivered timely.

**Works Cited:**

Schill, Michael J., and Jenny Craddock. "The Battle for Value, 2016: FedEx Corp. versus United Parcel Service, Inc."