Case Study of Airborne Express

Your Name (First M. Last)

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Undoubtedly, Airborne Express and Federal Express are recognized as the two important names when it comes to the business view of Express Mail industry in the country. It is worthy to mention that both entities of Airborne Express and Federal Express adopted a unique form of corporate strategies to achieve desired business objectives. The entire business environment plays a critical role when it comes to the idea of the development of business strategies. When it comes to the target market, than Airborne Express is more focused on large companies whereas Federal Express adopted the facet of the targeted market in the form of small packages. The organizations of Airborne Express and Federal Express have various forms of strengths and weaknesses that ultimately influenced the domain of business.

The aspect of the fast growth of Airborne Express in the industry of express mail is one major strength for the company. There is a large portion of the market which is successfully captured by the company through the consideration of the specific business paradigm. The approach of targeted population is adopted by Airborne that ultimately enhance business share for the company. The business tactic of specificity successfully adopted by Airborne Express to effectively meet the requirements of the customers in a better way. On the other hand, the most significant weakness of Airborne Express is that it never immensely focused on the consumer-oriented approach. The company of Airborne lacking in the form of proper integration of all the business prospects.

Strong market position is one prime strength for the enhancement of business prospect for Federal Express. It referred to as the world’s largest organization of the express mail industry that provides a business edge to the company as the strength. Federal Express effectively consider the idea of targeting the whole market concerning the idea of business expansion. The company of Federal Express experienced the low scope of differentiation that identifies as the one main weakness for the organization. Growing competition in the market makes it complex for the organization to implement better ideas of business differentiation.