

## C1 Strategy introduction – Solutions

### 1

In order to be successful in a market, an enterprise needs to “do the right things”. A company should focus on those activities / areas where it is particularly strong and better than the competition, where a customer need exists and where no dangers from the environment lurk. A clear strategy lays out the marching orders that all employees can follow.

### 2

Individual solutions.

### 3

Category	Resources/capabilities
non-tradable	<ul style="list-style-type: none"> <li>- Awareness</li> <li>- Leadership</li> <li>- Network of partners</li> <li>- Organization/structure</li> <li>- Reputation/image</li> <li>- Knowledge and experience</li> </ul>
tradable	<ul style="list-style-type: none"> <li>- Finances</li> <li>- Facilities</li> <li>- Buildings</li> <li>- Patents</li> </ul>

### 4

<b>Business mission statement</b> (identity, goals, code of conduct)	<ul style="list-style-type: none"> <li>- Become “the logistics company for the world”</li> <li>- Preserve the position “the postal service for Germany”</li> <li>- Continue profitability in the mail division</li> </ul>
<b>Business analysis</b>	<ul style="list-style-type: none"> <li>- Deutsche Post brand sets global standards in quality, technology and efficiency</li> <li>- DHL stands for a wide product spectrum and a global logistics presence</li> <li>- Standard products and customized solutions for customers</li> <li>- Social responsibility is important (climate protection, disaster relief and education)</li> </ul>
<b>Environmental analysis</b>	<ul style="list-style-type: none"> <li>- Excellent growth opportunities in the logistics industry</li> <li>- Attractive market segments for various divisions</li> <li>- Need for integrated, full-scale solutions</li> </ul>
<b>Strategy</b>	<ul style="list-style-type: none"> <li>- Further exploit growth opportunities in the logistics industry through better and more customized solutions</li> </ul>