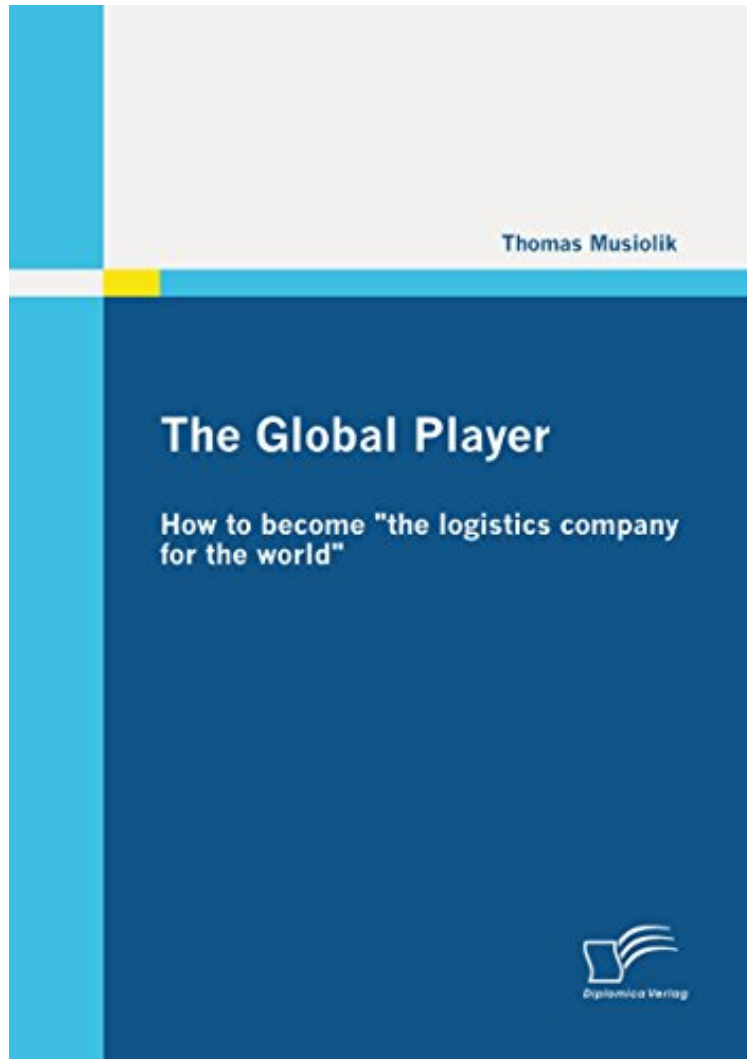


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The Global Player: How to become "the logistics company for the world";

Thomas Musiolik

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Thomas Musiolik : The Global Player: How to become "the logistics company for the world"; before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Global Player: How to become "the logistics company for the world";:

According to Frank Appel, CEO of Deutsche Post DHL, within its Strategy 2015 framework, DHL will "become the logistics company for the world". In times of globalization and economic downturn, the effects of which can be felt in the entire logistics industry, this goal is an enormous challenge for DHL. In order to attain this goal, it is essential for

DHL to create a closer linkage of its business areas, to slim down its processes and to put a stronger focus on the ever-changing needs of the customer. The objective of this book is to offer cost reduction solutions and give suggestions on how quality can be improved, which will distinguish DHL from its competitors while fulfilling the needs of the customer, i.e. "become the logistics company for the world". This book is divided into four sections. First, there is a synopsis of the history of DHL, as well as a description of its organizational and corporate structure and concludes with a comparison of the business segments of DHL with its main competitors. After that, the corporate strategy is analyzed: (1) its core competencies, (2) its mergers and acquisitions, (3) Ansoff, and (4) BCG/BCG II. The section concludes by examining which strategy could be appropriate for a successful future for DHL. The third section deals with the competitive strategy of DHL. Porter's Five Forces are utilized to analyze the attractiveness of the industry, as well as its competitors, suppliers and customers. This is followed by an analysis of the appropriate strategy for DHL Logistics by means of the Generic Strategies according to Porter, the Hybrid Strategies, the TOWS and an evaluation of the strategic options. The next step will explain the appropriate processes for the strategy of the value chain. A Scenario 2020, which draws a picture of what the industry might look like in ten years, concludes this section. The final section will highlight the factors that can give DHL sustainable competitive advantages. The functional strategies are presented, the global key markets are analyzed and appropriate strategic alliances are examined. The author sets great value upon clear and interesting statements that ensure an easy understanding of the subject matter but at the same time facilitate a fast transfer into practice.