

Competitive Analysis



Charles Searle



MISSION STATEMENT

“FedEx Corporation will produce superior financial returns for its shareowners by providing high value-added logistics, transportation and related business services through focused operating companies. Customer requirements will be met in the highest quality manner appropriate to each market segment served. FedEx will strive to develop mutually rewarding relationships with its employees, partners and suppliers. Safety will be the first consideration in all operations. Corporate activities will be conducted to the highest ethical and professional standards.”

ATTRIBUTES

Community Oriented
Ethical
Reliable

STRENGTHS

constantly improving technology system due to high budget
Strong Branding
World Wide & Domestic
Guaranteed Delivery

WEAKNESSES

“Its probably broken”
Complicated shipping
Delays
Pricey





WE ♡ LOGISTICS™
thenewlogistics.com

MISSION STATEMENT

“What We Seek to Achieve:

Grow our global business by serving the logistics needs of customers, offering excellence and value in all that we do.

Maintain a financially strong company-with broad employee ownership-that provides a long-term competitive return to our shareowners.

Inspire our people and business partners to do their best, offering opportunities for personal development and success.

Lead by example as a responsible, caring, and sustainable company making a difference in the communities we serve.”

ATTRIBUTES

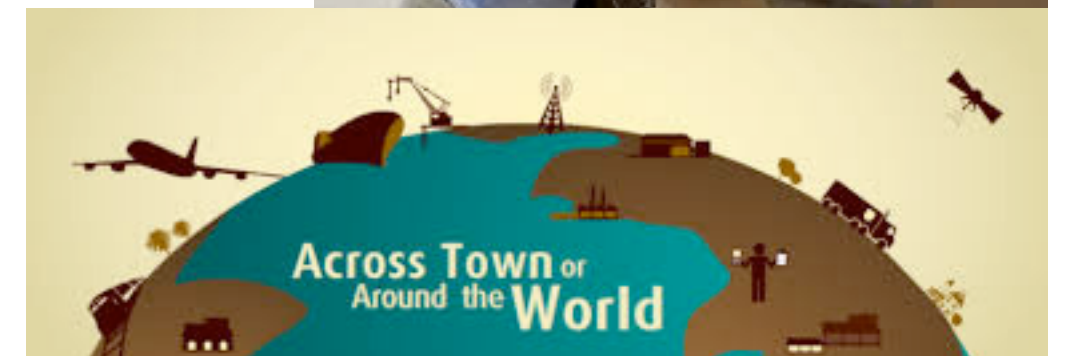
Responsible
Friendly
Personal

STRENGTHS

Good customer service
Strong web presence
Strong ad campaign
Largest fleet of trucks
8th largest airline in the world

WEAKNESSES

Equipment is basic
Long wait on international shipping





EXCELLENCE. SIMPLY DELIVERED.

MISSION STATEMENT

As the number one in worldwide express services we have a strong and unique global brand. Our leading position and our brand strengthen one another. Our worldwide consistent presentation makes an impression and contributes to the recognition of our leadership. We aim to keep this leading position in our highly competitive market.



ATTRIBUTES

Leaders
Reliable
International

STRENGTHS

Only company to ship to baghdad in 2003
Was the first company of its kind.

WEAKNESSES

Poor customer service.
LTL shipments (over 150 lbs) have bad reviews.
no longer exists domestically, only international now



NAMING

Pickup
DeLIVE
PikUp
Expansive Shipment
Care Package
The Messenger
Libera
Missus
OWL
et-ex
Dispatched
Rapina
oeconomia
express
exprimere
Naviportans
NaviPort
Exchange
Santa

et-ex
NaviPort
Missus
Libera
OWL

et-ex
NaviPort*
Libera

Competitive Analysis Sources

Research:

<https://www.strategicmanagementinsight.com/mission-statements/ups-mission-statement.html>

<https://www.wellsfargo.com/about/corporate/vision-and-values/>

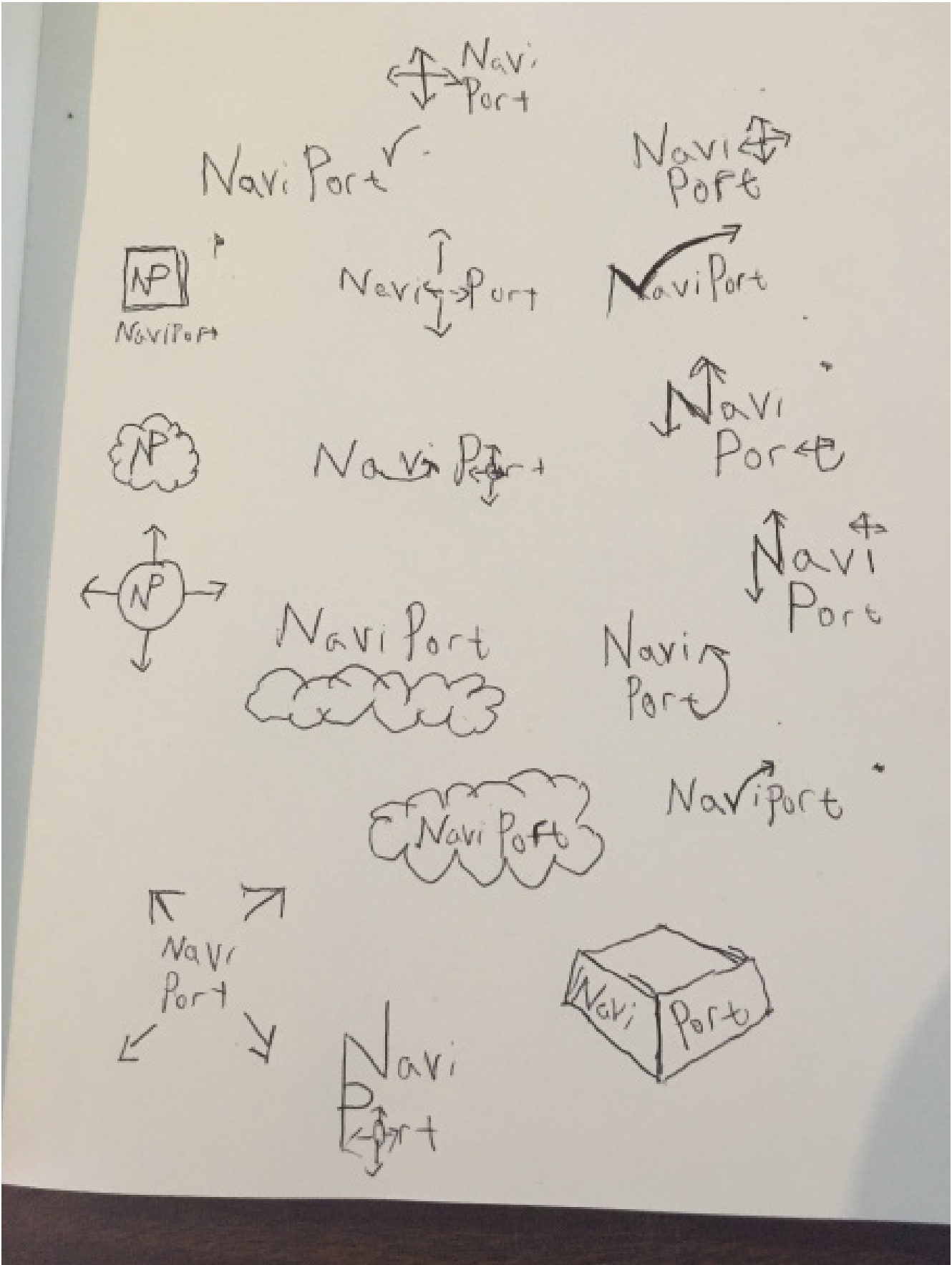
<http://www.globallogisticsmedia.com/articles/view/what-are-dhl-weaknesses-compared-to-fedex-and-ups>

Stock photography

unsplash.com



Sketches



Finalist Rough Logos



The Refined Champion





STRONG



Progressive



HARDWORKING



CARING



INTELLIGENT



ECONOMICAL



EASY

The Logo!

Final Logo



Alternate Final Logo



Reverse Final Logo



Black and White



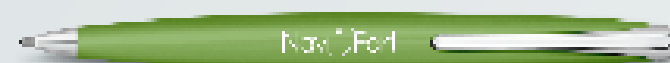
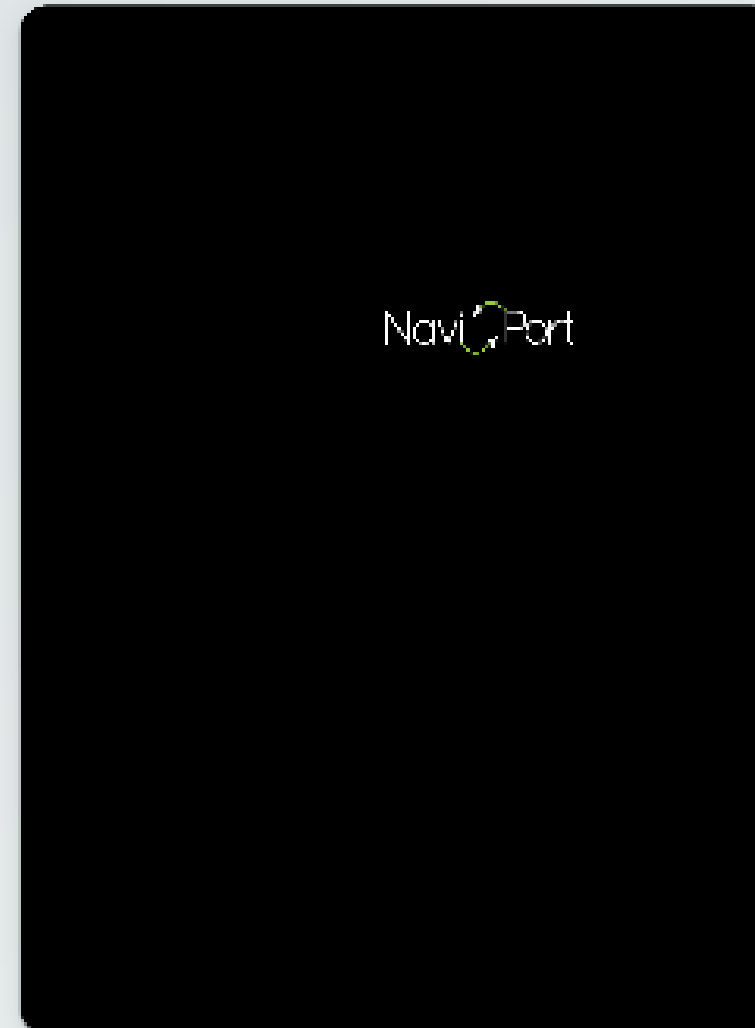
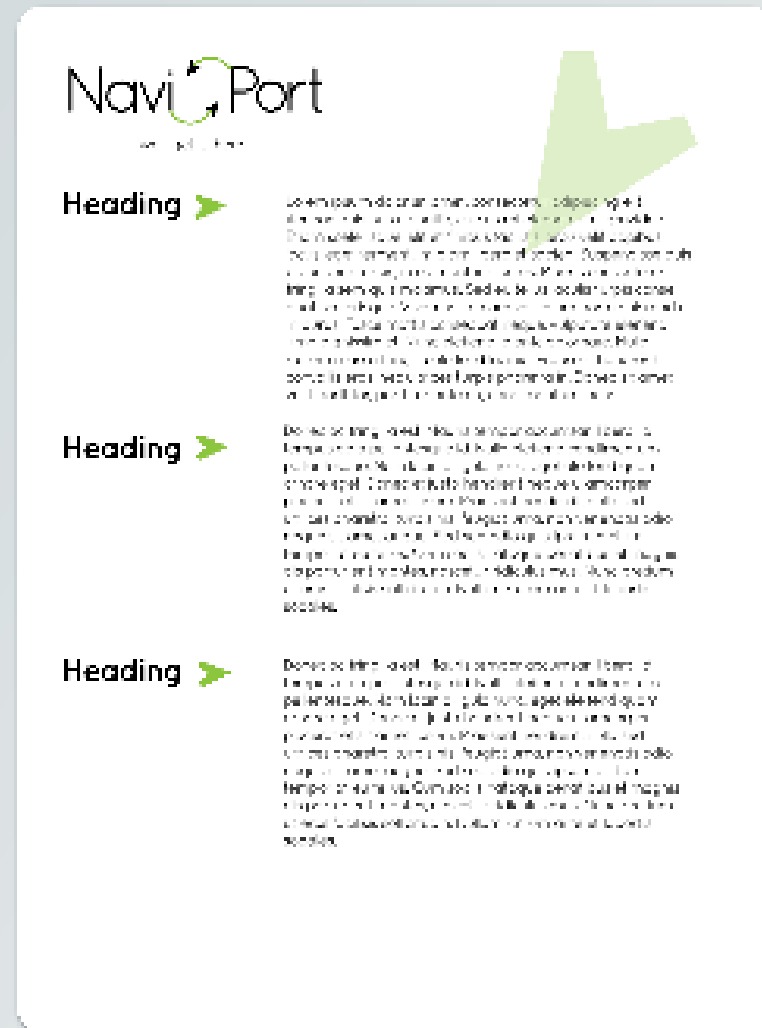
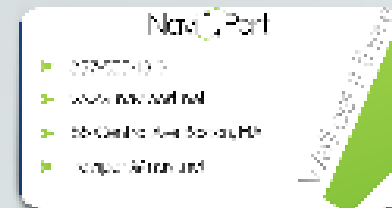
Reversed Black and White



COLOR PALLETE



Stationary



Navi Port

We'll get it there

Typography

Typeface: Quicksand

Headings: Quicksand Bold

Paragraph: Quicksand Regular

SubText: Quicksand Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

Demographics

Young Adults 18-40

These people are unfamiliar with any delivery system. These are people starting their lives in the job market. Also, the people right after them who are starting their own businesses, and families. These people deserve a delivery system that's simple, affordable, reliable, but also supports their economies and is willing to integrate the newest technologies.

Simple, Strong, Economical, Intelligent, Progressive

Secondary Element



This green arrow is symbolic to progression. It looks like a paper airplane kids would use to pass notes. The color of the green is an expression of growth, the economy, and simplicity. When people see this element, they should feel like their package will be delivered safely, and simply.

