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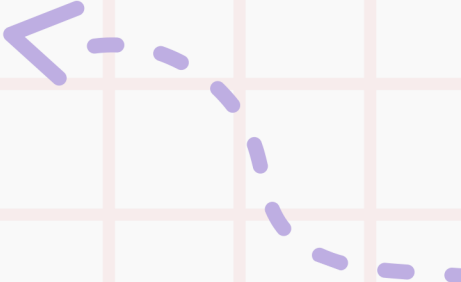


Number 1 in case studies solutions

UPS IN INDIA


Introduction

UPS is considered one of the premier supply chain management companies that facilitate shipment and delivery services. Over the last few years, UPS has closely worked on the strategy of venturing into new regions and India is not left behind. The UPS in India case study focuses on business environment analysis in India and the issues UPS had to face while entering and developing operational network in this country.

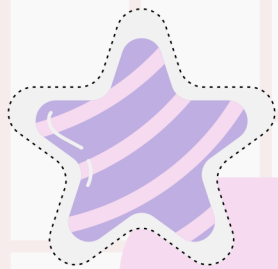
Market Entry Strategy



First to the Indian market, UPS adopted the strategic partnership with the domestic firms. They also used this approach to avoiding a lot of trouble with the different regulations that exist in the market and establish themselves in the market. First, the UPS chose the local company called Jetair and using its knowledge about the country's conditions, provided the population with affordable courier services. This made it possible for UPS to gain insight into the market as well as the customers, creating grounds for future expansion.



Growth and Expansion



Here, the key observation is that over the years, UPS has greatly extended its operations in India. Subsequently the firm built a network of distribution centres and service points improving its coverage of the country. UPS also created talent management by recruiting and developing human capital to meet or surpass customer expectations. These initiatives have helped establish UPS as a dominant logistics company in the Indian market that would be able to satisfy the increasing need for a dependable supply chain management services.

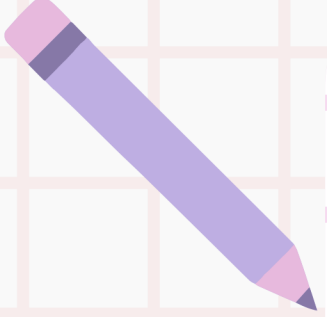


Conclusion

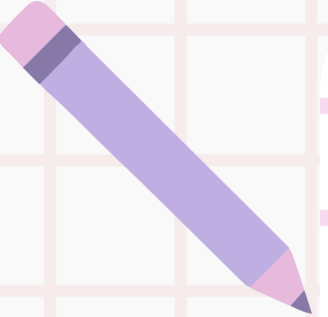
The UPS in India case, in fact, portrays the success factors for entering and expanding its business in a new country include strategic alliance, Processes implementation, and Market accommodation. The key factors that have influenced UPS's success in India include the understanding of the unique characteristics of the specific market and the subsequent adaptation to the given conditions. The case of this company gives valuable information to companies interested in venturing into emerging markets as it gives a perfect example of a venture in emerging market.



Resource



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