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ANALYSIS OF THE COMPETITION BETWEEN EMS AND FEDEX IN THE SINO AMERICAN INTERNATIONAL MARKET

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ABSTRACT: This article compares the international market competition between Postal Express and FedEx in China and the United States. Firstly, starting with a comparison of the historical development process of Postal Express and FedEx, it has a preliminary concept of the current positioning of Postal Express and FedEx. The second is to start with an analysis of the situation of the postal and FedEx markets in China and the United States, and estimate their future development prospects by understanding their respective situations in the Chinese market and the United States market. Third, by comparing the cost performance ratio of the two, we can determine how well they respond in the consumer market. It paves the way for subsequent strategic analysis and provides a better reference value in strategic selection. Fourth, conduct the final SWOT analysis, using the method of strategic analysis to analyze the two separately. List the strengths, weaknesses, opportunities, and threats of the postal service and the federal government to come up with corresponding solutions. Finally, as postal and FedEx also occupy a certain proportion of the market, and as the two giants in the express industry, they still have an unshakable position. In order to bolster postal and federal services in the market, this article summarizes their international competitiveness between China and the United States, and provides pertinent advice.

KEYWORDS: EMS ; FedEx ; Sino American International Market ; Compete

I. INTRODUCTION

This study first combed the relevant literature at home and abroad, determined that the research issue was the competitiveness analysis of postal express and FedEx in the international market of China and the United States, and confirmed their academic value and application significance. FedEx Group (FedEx) is a world leading express delivery company headquartered in Tennessee, committed to providing customers with diversified express delivery services, covering multiple fields from short distance transportation to long-distance transportation, from heavy cargo transportation to document copying, and logistics. EMS (Express Mail Service) provides a highly competitive and efficient postal service. China Post is committed to providing high-quality express delivery services to customers, while UPU is responsible for managing international mail business. This business has been prioritized in customs, aviation and other institutions, and is committed to providing high-quality services, including various documents and items such as international and domestic emergency letters, documents, financial vouchers, and product samples. Through a comprehensive analysis of EMS and FedEx, we can provide strong data support and suggestions for their strategic adjustments in the Chinese and American markets, in the hope that they can achieve greater market share in the fiercely competitive market.

II. THE DEVELOPMENT HISTORY OF EMS AND FEDEX

2.1 The Development History of EMS

In June 2010, with the approval of the State Council and the enthusiastic support of postal companies in various provinces across the country, China Post Express Logistics Co., Ltd. was officially established. With its nationwide distribution, long history, and diversified logistics services, China Post Express Logistics Co., Ltd. has developed into the largest logistics enterprise in China. On July 15, 1980, the International Postal EMS business was officially launched. In order to meet the needs of customers, Postal actively participated in the Kahala Cooperation Organization and launched a global limited time commitment service to meet their diverse needs.

On December 3, 1985, the establishment of China Express Service Company marked an important milestone for China's first professional express delivery service. In the next two years, the business of "Medium Speed Express" will rapidly develop and grow. On January 18, 1994, China Post entered a new era of information technology, providing customers and enterprises with a more convenient service. It can track the transportation status of items in real-time and obtain the latest goods information in a timely manner, thereby improving efficiency and service level. On November 26, 1995, China Post Airlines made a significant leap and achieved a comprehensive upgrade of its all cargo aviation business, becoming the first all cargo airline in China. In 2000, the postal company launched direct delivery services, marking its official entry into the logistics industry. On August 1, 2001, we launched a new domestic express delivery service, providing you with a more convenient, safe, and efficient land express delivery experience. In 2002, five leading countries (regions) in the global EMS market jointly formulated a series of new service standards to promote the coordinated development of the global EMS industry. In 2003, the postal company launched a new logistics distribution network and introduced diversified services such as China Post Express and cold chain logistics, bringing unprecedented convenience to the company's operations. On August 19, 2004, Postal Airlines launched a new flight service, marking it as the first airline in China to achieve night flights. At the same time, it also opened up new routes for next day arrival and delivery in first and second tier cities, allowing customers to enjoy more convenient and fast express transportation services.

Postal Airlines is vigorously developing international routes, including Beijing to Seoul, South Korea, Shanghai to Osaka, Japan, etc., to meet the needs of customers from South Korea and Japan. The postal company has expanded its contracted logistics services to the Asia Pacific region, including Hong Kong and Macau. In 2009, postal companies provided over 100 domestic and international promised services, covering all corners of Europe, from the UK to Spain, to meet the diverse needs of consumers. On June 10, 2010, China Post Express Logistics Company underwent a major reform by launching "China Post Express Logistics Co., Ltd." to meet the diverse needs of consumers. On December 31, 2010, China Post's express delivery services achieved astonishing results, with revenue reaching 20 billion yuan.

III. THE DEVELOPMENT HISTORY OF FEDEX

In 1971, FEDEX was established in Little Rock, Arkansas and expanded its business in Tennessee, providing services to 25 cities. Despite facing many challenges and severe losses in the early stages, FedEx's business began to improve a few years later. In July 1975, the company achieved its first profit, and in 1978, FEDEX officially landed on NASDAQ. Since the birth of 18 goods, the Federation has been committed to providing efficient and convenient international services, covering many corners of the world.

FEDEX provides excellent service to over 3 million customers in 210 cities worldwide every day, and its competitors cannot be underestimated. The outstanding performance of airlines such as USPS and TNT in the Netherlands is impressive. Four major express delivery companies, "FedEx", "DHL Air Freight Company", "UPS", and "TNT" are jointly named. On April 7, 2015, FedEx announced that it would acquire Dutch TNT Express N.V. for 8 euros per share to expand its influence in Europe, with a total investment of \$4.8 billion. In September 1994, FedEx became the world's first international courier company to pass ISO 9001 certification. ISO 9001 is the most complete certification in the ISO 9000 series and the only internationally recognized quality system standard in the world. Through ISO 9000 certification, FedEx demonstrates to all customers that its quality system ensures that customers meet the service standards promised by FedEx. Up to now, FedEx is still continuously exploring its own foreign markets.

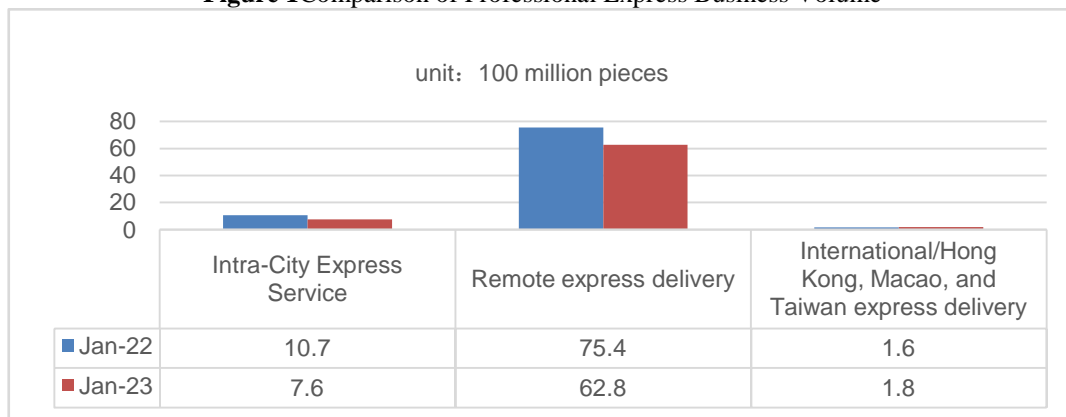
IV. THE SITUATION OF EMS AND FEDEX IN THE CHINESE MARKET

3.1 The Situation of EMS in the Chinese Market

According to Figure 1, the operation of the postal industry in January 2023 showed significant changes: the volume of postal delivery business decreased by 16.8% compared to last year, the volume of local express delivery business also decreased by 28.8%, and the volume of long-distance business also decreased by 16.7%, while the volume of international/Hong Kong, Macao, and Taiwan business increased by 12.3%.

According to data from the National Postal Administration, by January 2023, China's express delivery development index had reached 265, a significant increase from the same period last year in the lunar calendar, with an increase of up to 1.5%. Through in-depth analysis of the data, we found that the company's development scale, capability, and trend index have all increased, reaching 290.2, 202.4, and 103.6, respectively. In particular, the development scale has increased by 19.4% exponential growth, the capacity exponential growth has increased by 0.9%, and the QoS index has also improved. In 2023, the express delivery market will usher in a good start, and holiday activities will remain stable and orderly.

Figure 1 Comparison of Professional Express Business Volume



Data Source: the website of the National Postal Administration

The scope of China's express delivery demonstration cities covers 15 provinces (districts) in the east, middle, and west, including provincial capital cities such as Shenyang and Hangzhou, as well as important regional hub cities such as Langfang and Luohe; There are cities with large express delivery business volume such as Yiwu and Jieyang, as well as cities with distinctive express delivery development such as Ezhou and Nanning. At the same time, various demonstration cities have put forward development measures tailored to local conditions, taking into account their geographical advantages and industrial characteristics, and each has its own unique characteristics, resulting in sustained and rapid growth of express delivery business. Data shows that in 2021, the express delivery business volume of 25 demonstration cities reached 46.81 billion pieces, accounting for 43.2% of the national total. From 2019 to 2021, the 25 demonstration cities achieved an average annual growth of 31.3% in express delivery business volume and 22.6% in business revenue.

3.2 The Situation of FedEx in the Chinese Market

FEDEX recently launched a new international time limited e-commerce transportation service FICP, which provides cross-border e-commerce sellers in ten markets, namely, Chinese Mainland, Hong Kong, Taiwan, China, Australia, India, Japan, Malicia, Singapore, South Korea and Thailand, with more convenient, safe and efficient international logistics solutions at a very competitive price, so that they can purchase more conveniently Quickly complete transactions and earn more profits. By providing higher quality products and services, we can help customers achieve maximum satisfaction in the shortest possible time, improve their experience, and bring higher efficiency to business cooperation. Ensure that the goods are safely and promptly transported to the AMEA area within 1-5 working days.

Influenced by the epidemic, the development strategy of FedEx has also changed from B2B to B2C since the development of the COVID-19 epidemic. Faced with a complex environment, FedEx also needs to make more professional responses and launch more and more perfect services to guarantee customers.

FedEx's global network has developed to cover over 220 countries and regions, including 13 transit centers in Guangzhou and Shanghai, China, providing customers with more convenient services. FEDEX provides more than 300 international flights in Chinese Mainland every week, providing safe, efficient and reliable international express services for Chinese consumers. FEDEX is vigorously investing in the Chinese market, utilizing state-of-the-art technology to achieve digital operations and intelligent logistics networks to improve the efficiency of cargo transportation.

V. COST PERFORMANCE ANALYSIS OF EMS AND FEDEX

4.1 Price Comparison

4.1.1 The Charging Standards for EMS

Table 1Charging Standards for Continued Weight

Starting price	Renewal price		
Period weight 500 grams or less	Renewal weight per 500 grams or its zero		
20 yuan	Area 1	Area 2	Area 3
	6 yuan	9 yuan	15 yuan

From Tables 1, it can be seen that postal services have a detailed explanation of the division of regional blocks, and the lifting and renewal prices also need to be calculated based on different regions. According to different

countries and regions, providing different services may not be unified due to external factors. The limited time express delivery of postal parcels - next morning mail rates and regular postal package delivery are shown in Tables 2 and 3, respectively, as follows:

Table 2 EMS Limited Time Delivery - Next Morning Mail Rates

range	charge unit	Tariff standard	notes
Cross regional	Starting within 500 grams	50 yuan	Postal companies in various provinces can increase their prices appropriately based on market conditions and cut-off times
	Renewal weight per 500 grams or its zero	15 yuan for mutual shipping between the Bohai Rim and the Pearl River Delta, and 10 yuan for the rest	
Within the area (一)	Starting within 500 grams	20 yuan	For designated business windows, a special service fee of 5 yuan will be charged for each package
	Renewal weight per 500 grams or its zero	6 yuan	
Within the area (二)	Starting within 500 grams	1 yuan	
	Renewal weight per 500 grams or its zero	2 yuan	

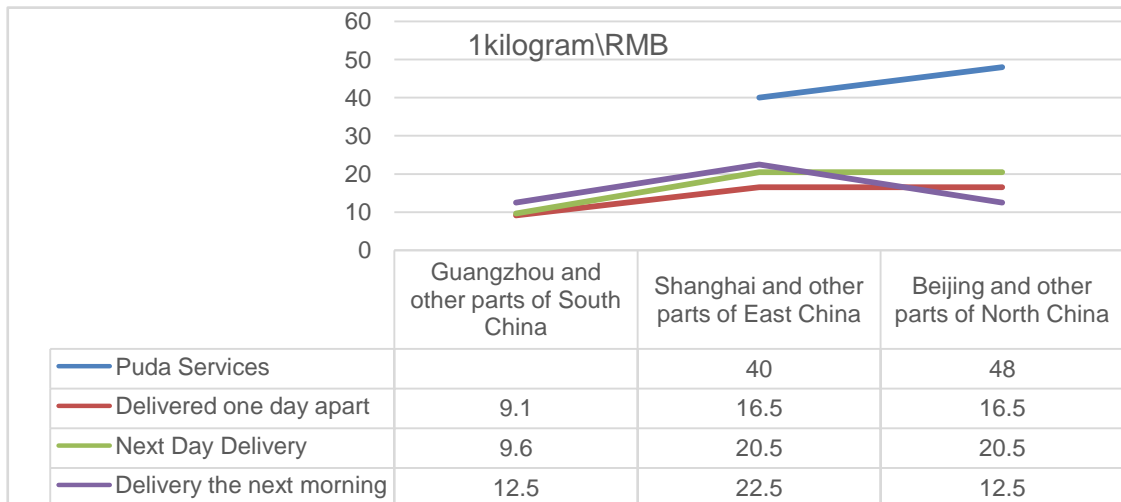
Table 3 Postal ordinary parcel delivery

Tariff standard		First weight 1000 grams	Every additional 1000 grams
First gear	Delivery within a province with an area of less than 700000 square kilometers (All provinces except Xinjiang, Tibet, Inner Mongolia, and Qinghai)	5	1
Second gear	Delivery within a province with an area greater than 700000 square kilometers (Xinjiang, Tibet, Inner Mongolia, and Qinghai provinces and autonomous regions)	6	1.5
	Interprovincial delivery with a distance of no more than 500 kilometers between adjacent provinces and provincial capitals	6	1.5
Third gear	Inter provincial delivery with a distance of 500 to 1000 kilometers (inclusive) from the provincial capital	7	2
Fourth gear	Inter provincial delivery with a distance of 1000 to 2000 kilometers (inclusive) from the provincial capital	8	3
Fifth gear	Inter provincial delivery with a distance of 2000-3000 kilometers (inclusive) from the provincial capital	9	4
Sixth gear	Interprovincial delivery with a distance of over 3000 kilometers from the provincial capital	10	5

4.1.2 The Charging Standards for Postal Express Delivery

The charging standards for each of the four FedEx shipping services are shown in Figure 2, and the specific content is as follows:

Figure 2 Fee Standards for FedEx Services



As shown in the figure, the prices of various services in corresponding regions of some representative cities are listed. The prices also show a positive growth trend based on changes in weight, and there are also similarities and differences in the services enjoyed by some regions.

In addition, FedEx has also divided the prices for Chinese exports to various regions. And under the premise of different express delivery services, the rates of each service also vary, and are divided into DTD, DTA, ATD, and ATA based on the region where the object travels.

4.1.3 Differences and Similarities between EMS and FedEx

a. Similarities :

- ① Important factors for charging standards include package quality, delivery time, and delivery distance ;
- ② The postage will be subject to differential pricing.

b. Differences (respective strengths and weaknesses) :

- ① FEDEX subdivides delivery distances into more areas, while China Post adopts a single distance division to meet customer needs;
- ② Postal express delivery can offer a wide variety of items and strong customs clearance capabilities;
- ③ In terms of cost, ordinary express delivery services are relatively cheaper compared to the East China region, but FedEx may have an advantage in speed;
- ④ Compared to other regions, due to the long distance, the price of postal express delivery is relatively affordable, and the speed is comparable to that of FedEx's services. However, if there are urgent items, other FedEx express delivery options need to be chosen;
- ⑤ FedEx's prices are more competitive in the Americas and Europe regions, and FedEx can print its own waybills, which makes the cost relatively lower compared to unified printing;
- ⑥ FedEx is relatively expensive and requires consideration of product volume weight; And postal express delivery is mostly calculated by weight, suitable for mailing large and small items;
- ⑦ Postal express delivery does not have fuel fees or remote area surcharges, but the transportation time is unstable.

4.2 Service Comparison

Transportation services are also one of the indelible control objects for the express delivery industry. If conditions occur during transportation services that cause damage or destruction of objects, the express delivery will not be able to reach customers in a normal and timely manner.

4.2.1 Service of EMS

Postal express service business, including local express delivery and domestic recipient payment. In the same city, we offer exchange through EMS services. Our local EMS service is committed to providing unique solutions and professional processes to ensure fast email delivery. Within a few days, we will deliver the package to the recipient.

Recipient payment business refers to the process of receiving domestic EMS emails, where the recipient does not have to bear any form of fees and can enjoy free services as long as they comply with prescribed standards and requirements.

The "Next Morning Express" business aims to leverage the strong promotional power of "All Night Flight" to further improve the quality of postal services, meet consumer needs, and achieve a more comprehensive service

experience. Next morning service provides two types of services: "regional morning service" and "cross regional morning service", providing customers with a more high-quality experience.

4.2.2 Service of FedEx

FedEx offers three different international flights: next day, next day, and next day, as well as regular flights (non limited time). In addition, in order to reduce accidents caused by uncontrollable factors during transportation, FedEx has installed a fire extinguishing system in the main cabin of the cargo plane, enabling it to extinguish fires in a timely manner, thereby ensuring the safety of the cargo, personnel, and aircraft.

Compared to the federal and postal services, both offer comprehensive services, but the investment in equipment may still be more advantageous for the federal government. However, there is still a certain necessity for express delivery companies to invest in security.

4.3 Transportation Speed Comparison

4.3.1 EMS

The transportation of postal express is divided into the transportation of standard parts, the transportation of economic express and the transportation of small parcels. The transportation of standard parts is also known as express delivery, usually using air transportation, which usually takes 2-3 days. Economic express is a type of express that we usually use. It is a combination of automobile and railway transportation. The transportation speed is slower than that of the first type. It takes about three to four days to transport packages in other provinces, but packages in the province are expected to arrive the next day. The final flat mail package has the slowest transportation speed among the three, with packages in the province taking approximately 3-4 days and packages in other provinces taking about a week to transport. Therefore, compared to the first two, its price will be relatively lower, making it more suitable for customers who are not in a hurry and pursue affordable prices.

4.3.2 FedEx

The priority service delivery time for FedEx is generally two to three days, and items within Asia and from Asia to the United States can be delivered on the next working day. The delivery of goods from Asia to Europe and other regions generally takes two or more working days; Economic service transportation takes 5-7 days, and economic services are generally suitable for delivering heavy and less time-sensitive goods. Adopting economic services is more affordable and affordable, and can still enjoy reliable services; The Federation also has a priority heavy cargo service, which has a transportation time of approximately 3/5 days. This type of high-quality air freight service can transport heavier items to various parts of the world within 3 working days.

4.4 Packaging Comparison

4.4.1 EMS

Most document related objects are sent using dedicated envelopes, and different envelopes are required depending on the thickness of the document. According to the characteristics of the item, transportation distance, and other factors, suitable packaging materials should be selected for classification; To ensure the safety of items, measures should be taken to protect them, especially for fragile items, special fillers should be used to prevent damage during transportation. The packaging of postal express delivery is not particularly unique compared to FedEx; Compared to document items, postal express delivery is relatively more commonly used.

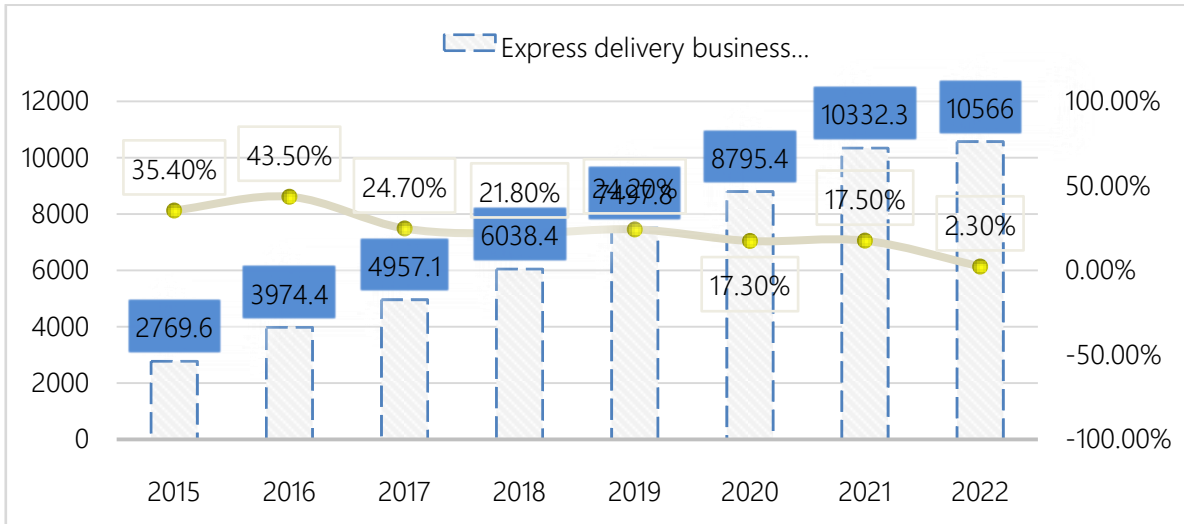
4.4.2 FedEx

FedEx has a variety of different types of express packaging, including express closures, reusable bubble bags, oversized waterproof bags, express barrels, 10kg, 25kg, and FedEx small, medium, large, oversized, and oversized brown express boxes to meet the different needs of customers. In terms of environmentally friendly recycling, FedEx's reusable packaging has a certain symbolic significance, which not only saves costs but also responds to policies. However, the cost of shipping service packaging may be relatively luxurious for customers.

4.5 Comparison of Revenue

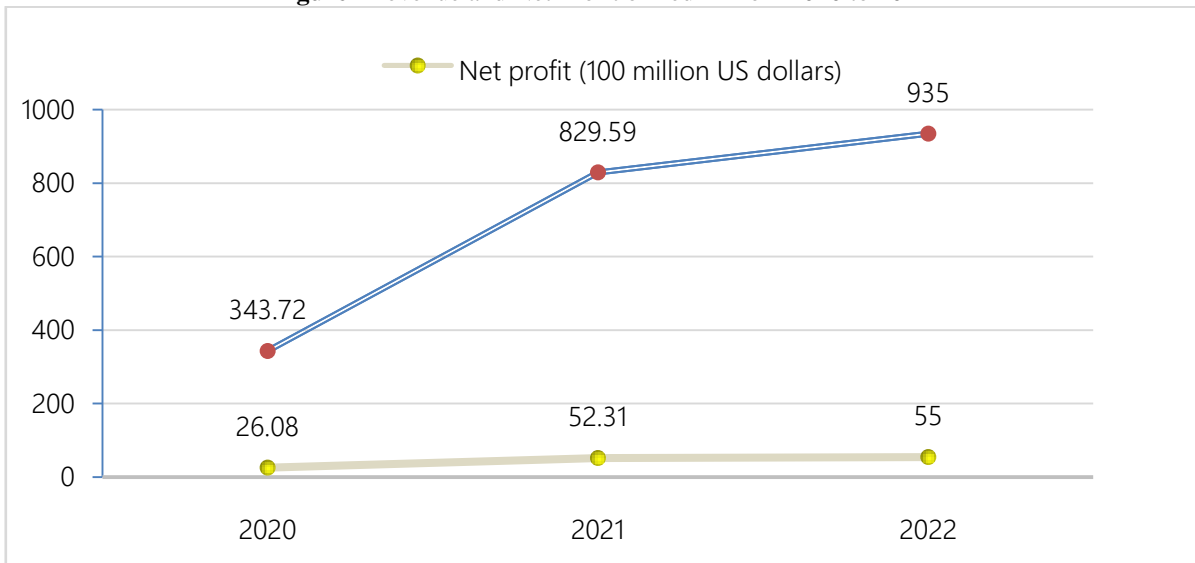
As shown in Figure 3, the revenue of the postal industry shows a trend of increasing year by year, but the year-on-year growth rate has increased from 35.4% in 2015 to a wave like decrease. And from 2021 to 2022, the growth rate significantly decreased.

Figure 3 Revenue and growth rate of express delivery business in China's postal industry from 2015 to 2022



Compared to the revenue of the postal industry, FedEx's revenue and net profit increased significantly from 2020 to 2021, but the growth rate from 2021 to 2022 was not significant but also showed a trend of annual growth (as shown in Figure 4).

Figure 4 Revenue and Net Profit of FedEx from 2020 to 2022



From the perspective of revenue figures, the postal industry's revenue is slightly higher than that of FedEx, but the postal industry is not just about the revenue generated by the postal express industry. Therefore, data alone may not be sufficient to prove it. However, FedEx's main revenue is facing the US market, while Postal Express's share is mainly in the Chinese market. From a data perspective, both are sufficient to stabilize their respective markets.

VI. SWOT ANALYSIS OF EMS AND FEDEX

5.1 SWOT Analysis of EMS

Internal factors	Strength	Weakness
	Key internal factors	Key internal factors

External Factors	<p>1. Forming a "three in one" network (information network, financial network, and physical transmission network) ;</p> <p>2. Our own logistics system has achieved the advantages of logistics expertise ;</p> <p>3. Brand Advantages of EMS.</p>	<p>1. Insufficient replacement of information technology, information system and management system need to be improved ;</p> <p>2. Flat network with insufficient emphasis ;</p> <p>3. The market positioning is not clear enough, and the business management model is not very adaptable ;</p> <p>4. Employee quality cannot adapt to logistics professionalism, and talent is scarce.</p>
Opportunities	SO (Utilize these)	WO (Improve these)
Key external factors		
<p>1. Strong market demand ;</p> <p>2. The prevalence of e-commerce.</p>	<p>1. Utilize network advantages to seize opportunities during periods of strong market demand (S1, O1) ;</p> <p>2. The built-in logistics system can better integrate into the era of e-commerce (S1, O2) ;</p> <p>3. With its own brand awareness, it is possible to have a stable position in the field of e-commerce (S3, O2)</p>	<p>1. E-commerce can be appropriately utilized to attract talents and attract them through the internet (W4, O2) ;</p> <p>2. During the period of strong market demand, postal services should improve their own business model to adapt to it (W3, O1) .</p>
Threats	ST (Monitor these)	WT (Eliminate these)
Key external factors		
<p>1. Competitive challenges faced by some international logistics market giants ;</p> <p>2. The Threat of Emerging Domestic Logistics Enterprises ;</p> <p>3. Cancellation of national policy subsidies.</p>	<p>1. Relying on its own brand advantage, it can temporarily avoid being eliminated in the logistics market competition (S3, T1) ;</p> <p>2. While ensuring the advantages of our own logistics system, we need to carry out appropriate updates and reforms in the face of the threats posed by emerging logistics enterprises (S2, T2) ;</p> <p>3. The cancellation of national subsidy policies has affected the funds of enterprises, and the brand advantage can temporarily ensure that the operational effectiveness is not subject to significant fluctuations (S3, T3) .</p>	<p>1. The market positioning is not clear enough, making it easy for some market giants to be left behind in competition (W3, T1) ;</p> <p>2. To eliminate the threat of emerging logistics enterprises to a certain extent, the professional knowledge of employees needs to be improved (W4, T2) .</p>

5.2 SWOT Analysis of FedEx

Internal factors	Strength	Weakness
	Key internal factors	Key internal factors
External Factors	1. Good brand image of oneself ; 2. Wide business coverage ; 3. Scale operation and improved information construction ; 4. High customer loyalty ; 5. Solid financial strength.	1. Relatively high operating costs and limited business volume ; 2. Affected by employees, which may affect operational effectiveness.
Opportunities	SO (Utilize these)	WO (Improve these)
Key external factors		
1. Great potential for market expansion ; 2. Medium sized competitors withdraw from the market due to economic factors, and competitors are appropriately reduced ; 3. The development and progress of the Chinese market are good.	1. Utilize one's good brand image to expand in the market (S1, O1) ; 2. Customer loyalty can promote the federal government to maintain good development in the market (S4, O3) .	Federal needs to increase the volume of business affected by costs while reducing competitors (W1, O2) .
Threats	ST (Monitor these)	WT (Eliminate these)
Key external factors		
1. There are competitors with more affordable prices ; 2. Relatively more regulated by the government ; 3. There is a phenomenon of competitors collaborating in the Chinese market to confront each other ; 4. Dependence on the US market.	1. Under the premise of competition from competitors, the Federation can stand out through brand advantages (S1, T3) ; 2. Under the premise of more government regulation, relying on large-scale operation to improve oneself (S3, T2) ; 3. The stable funding chain of the federal government can not be replaced in the short term in price wars (S5, T1) .	Under the premise of joint competition, it is even more important to appease employees and ensure that operations are not affected (W2, T3) .

VII. JOINT SUGGESTIONS FOR PROBLEMS AND COUNTERMEASURES

1.1 Problems and Suggestions for EMS

6.1.1 The Issue with EMS

a. Insufficient information system and system

Postal express delivery itself has a certain level of popularity in the Chinese market, but it still has certain problems. In today's rapidly changing era of information technology, the information system of postal companies needs to be improved.

b. Scarce of high-quality talents

Compared to FedEx, Postal Express's information technology is slightly outdated, and it is unable to accurately provide corresponding services to customers when tracking order information on some internet platforms.

c. Insufficient clarity in market positioning

In terms of price, postal express has certain advantages compared to FedEx, but in terms of market positioning, postal does not have clear goals and future market development directions.

6.1.2 Suggestions for EMS

a. Strengthen the improvement of employees' humanistic quality

While safeguarding one's own advantages, it is necessary to strengthen employee training, delve deeper into employees' internal knowledge and expertise in logistics. Not only that, during the annual recruitment period, it is also important to pay more attention to the quality of talent introduction, which to some extent solves the problem of employees' lack of professionalism at the root, and truly achieves significant results.

b. Foreign markets still need to be expanded

Postal express delivery is already well-known in China, but it still needs to expand in foreign markets. Based on the above, postal services can also focus on exploring foreign markets in future integrated

development. This not only allows postal services to penetrate into foreign logistics markets, but also promotes the extension of postal business scope. We hope that postal services can actively promote the development of the logistics industry based on market demand and their own advantages, in order to improve the efficiency and quality of postal express delivery services.

c. Ensuring price and quality while expanding the market

In the extension and development of the Chinese market, it is also important to pay attention to ensuring price and quality. Nowadays, price wars are also potentially breaking out, and it is necessary to make appropriate changes to prices while ensuring service quality. The emergence of more and more competitors in the market is undoubtedly a potential threat. When choosing competitive strategies, cost leadership strategies can also be appropriately adopted, switching strategies based on real-time market dynamics. Conservatively speaking, centralized strategies can be chosen.

d. Seize the Era of E-commerce Prevalence

On the premise of ensuring normal operation, strengthen the update of information level. In addition, the business model of postal services also has certain shortcomings. The postal service itself carries a logistics system, which holds a relative advantage in this regard. During the prevalence of e-commerce development, as one of the giants in the logistics industry, postal service should seize opportunities to expand its business and market, not limited to its existing business foundation. Focusing on customer interests and combining modern logistics and information technology, we aim to achieve comprehensive and coordinated development and strive to maximize economic benefits. Of course, before development, it is necessary to improve the corresponding systems to ensure that subsequent work can proceed in an orderly manner.

1.2 The Issue with FedEx

6.2.1 High pricing of products and services

At present, FedEx's customer base in China is mainly concentrated in the mid to high end market, where they are less sensitive to prices and tend to choose more favorable services. However, this also limits the development potential of the federation to some extent. For most lower end customers, due to their high price sensitivity, FedEx has lost the opportunity to choose a courier company.

6.2.2 Relatively more regulated by the government

The operating costs of the federation are relatively high, resulting in limited business volume. In addition, there are more affordable competitors in the market, so while ensuring services, it is also important to focus on improving operating costs. On this basis, the federal government is relatively subject to more regulation, and as an irresistible factor, the federal government needs to make up for this deficiency through other means.

6.2.3 Federal brand awareness in China is low and overly reliant on the US market

Compared to the Chinese market, FedEx has a relatively higher reputation in the US market and even in foreign markets. To become more prominent in the field of express logistics, it is necessary to investigate and fill in any gaps. For example, due to the impact of the previous epidemic, the logistics and express delivery industry has also been affected to a certain extent, resulting in many small and medium-sized competitive enterprises being forced to withdraw. Of course, this is also an opportunity for FedEx, so in order to survive and compete better, FedEx also needs to have corresponding coping strategies. Although the customer loyalty of the Federation is higher, there are still certain limitations in terms of business development in the domestic market. The Federation mainly relies on the US market, which is not a long-term solution.

VIII. CONCLUSION

Based on the above research, FedEx has the following aspects for postal reference: 1. The vast self operated network system created by FedEx itself and the fast direct shipping business also give it a significant advantage in speed; 2. In terms of the safety performance of the cabin, in addition to being fast in transportation services, FedEx also considers safety more comprehensively. Postal and express companies can make appropriate improvements in this regard; For the postal service, FedEx has its own unique business philosophy. In addition to advanced technology, it also adheres to the principle of "people-oriented". In the view of federal company leaders, only employees who are satisfied first can have satisfied customers. The slogan of the federation is "employees, services, profits", which also makes the internal structure of the federation relatively more complete; The internal structure of postal express can also be appropriately improved according to FedEx's approach to achieve better business results.

To sum up, Postal Express and FedEx have their own advantages and disadvantages in terms of competition in the international market between China and the United States. By comparing their current situation in the Chinese and American markets, it can be seen that Postal Express mainly occupies advantages in the Chinese market and FedEx mainly occupies advantages in the American market. In addition, a comparison was made between the two from four aspects: price, service, transportation, and packaging. Postal express, due

to its own logistics system, is more convenient compared to FedEx, and is therefore more prone to differences in operating costs. When choosing prices, postal and FedEx also need to weigh the market, as in today's large market competition, many price friendly companies will have a certain advantage. Therefore, Postal Express and FedEx need to start with their business models and choose more suitable strategies to cope with various unexpected situations in the future. When choosing packaging, some environmentally friendly and excellent technologies can be appropriately adopted, which to some extent promotes environmental protection. From this perspective, the two have different desirability in their respective markets, and ultimately need to be selected based on the customer's own preferences and needs. Postal and FedEx also need to choose appropriate strategies based on their respective business models, identify market positioning, and better carry out subsequent work.

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