**EMS market situation and traffic survey 2019**

Please complete and return this survey by post, fax or e-mail to the UPU International Bureau at the address below as soon as possible, but **by 13 March 2020 at the latest**:

EMS Unit

UPU International Bureau

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Fax: +41 31 351 52 00

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Reply from the designated operator of:

**I. Contact information**

|  |  |  |
| --- | --- | --- |
| Full name | | ❑ Ms ❑ Mr |
| Position/title | | |
| Country | | |
| Tel. | Fax | |
| E-mail | Signature | |

A situational analysis is a review of your current business situation. Responses should be clear and realistic about the EMS product, market, opportunities and challenges in your market, so that we can develop a clear path from the current to the desired situation. To put together a situational analysis, it is necessary to gather information about your product and the market in which you sell it, including its size, the competitors, and the customers who purchase it.

**II. International EMS**

1 How many international EMS items were:

– Dispatched by your organization in 2019? items

– Received by your organization in 2019? items

2 What percentage of your dispatched EMS items were:

– Documents? %

– Merchandise? %

**Total 100%.**

2.1 What percentage of your dispatched EMS **merchandise** items weigh:

– 0 to 3 kg? %

– 4 to 10 kg? %

– Over 10 kg? %

**Total 100%**

2.2 What percentage of your dispatched EMS **merchandise** items are assessed duties/taxes to clear cus­toms at the destination?

%

3 What is the current share of international EMS in your marketplace?

❑ 0–5%

❑ 5–10%

❑ 10–20%

❑ 20–30%

❑ 30–40%

❑ 40–50%

❑ 50–60%

❑ 60–70%

❑ 70–80%

❑ 80–90%

❑ 90–100%

4 Score the characteristics below based on their performance to you value proposition for international EMS in your market. The scores should add up to 100.

For example: 0 points if a characteristic does not apply or is not at all important to your value proposition for international EMS; 100 points if only one applies; 10 points each if all are equally important; 50/30/20; etc.

| *Value proposition characteristic* | *Importance* |
| --- | --- |
| Speed |  |
| Door-to-door service |  |
| Affordability |  |
| Reliability/on time |  |
| Guaranteed delivery |  |
| Security/safety/insurance |  |
| Tracking/proof of delivery |  |
| Geographic coverage |  |
| Convenience |  |
| Pick-up service |  |
| Return service |  |
| **Total** | **100** |

5 How does international EMS performance compare with other international products available in your market for the following characteristics?

|  | *Not applicable* | *Much worse than others* | *Somewhat worse than others* | *Same as others* | *Somewhat better than others* | *Much better than others* |
| --- | --- | --- | --- | --- | --- | --- |
| Speed | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| Door-to-door service | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| Affordability | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| Reliability/on time | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| Guaranteed delivery | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| Security/safety/insurance | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| Tracking/proof of delivery | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| Geographic coverage | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| Convenience | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| Pick-up service | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| Return service | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |

6 If improvements were made to the following for your organization’s international EMS product, how much would they improve your ability to sell international EMS?

|  | *Not at all* | *Very little* | *Somewhat* | *Greatly* |
| --- | --- | --- | --- | --- |
| Tracking/proof of delivery | ❑ | ❑ | ❑ | ❑ |
| Ability to pay delivery duty/taxes in advance | ❑ | ❑ | ❑ | ❑ |
| Customs clearance/documentation process | ❑ | ❑ | ❑ | ❑ |
| Faster delivery | ❑ | ❑ | ❑ | ❑ |
| Loss/damage/insurance | ❑ | ❑ | ❑ | ❑ |
| Shipper/recipient payment methods for EMS | ❑ | ❑ | ❑ | ❑ |
| Ability to choose delivery options | ❑ | ❑ | ❑ | ❑ |
| Package delivery management tool | ❑ | ❑ | ❑ | ❑ |
| Pick-up service options | ❑ | ❑ | ❑ | ❑ |
| Pricing/shipper discounts | ❑ | ❑ | ❑ | ❑ |
| Geographic coverage | ❑ | ❑ | ❑ | ❑ |
| Guaranteed delivery | ❑ | ❑ | ❑ | ❑ |
| Return service | ❑ | ❑ | ❑ | ❑ |
| Automated delivery notification for shipper/ recipient | ❑ | ❑ | ❑ | ❑ |
| Transit time calculator (date-certain) | ❑ | ❑ | ❑ | ❑ |
| Fully landed cost calculator | ❑ | ❑ | ❑ | ❑ |

Others (please specify):

|  |
| --- |
|  |

**III. Pricing**

7 What is the selling price in your **local currency** for your international EMS to the following destinations at the indicated weight?

|  |  |  |  |
| --- | --- | --- | --- |
| *Country* | *2 kg* | *5 kg* | *30 kg (or maximum if <30 kg)* |
| Australia |  |  |  |
| Brazil |  |  |  |
| China (People’s Rep.) |  |  |  |
| Jamaica |  |  |  |
| Nigeria |  |  |  |
| Russian Federation |  |  |  |
| Saudi Arabia |  |  |  |
| United Kingdom |  |  |  |
| United States of America |  |  |  |

7.1 Please indicate your local currency:\_\_\_\_\_\_\_\_\_\_\_

8 Do you charge different prices for international EMS to different customer types (business, private, bulk)?

❑ Yes

❑ No

(If yes, answer questions 8.1 to 8.3.)

8.1 Indicate the **type of products** used to determine customer discounts for EMS exports:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ❑ | International EMS only | ❑ | All international products bundled | ❑ | Domestic and international products bundled |

8.2 Indicate the basis used to determine customer discounts for EMS exports:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ❑ | Volume | ❑ | Weight | ❑ | Revenue |

(If the basis is revenue, please state the minimum requirement for question 8.3 in your **local currency**.)

8.3 Indicate the **minimum amount** and **time period** used to determine customer discounts for EMS exports:

| *Minimum Amount* | *Per year* | *Per month* | *Per week* | *Per shipment* |
| --- | --- | --- | --- | --- |
|  | ❑ | ❑ | ❑ | ❑ |

9 Please provide the breakdown of your customers that purchase international EMS:

Retail customers: %

Contract customers: %

**Total 100%**

**IV. Regional trade**

10 What percentage of your outbound and inbound international EMS items are sent to/received from the following regions?

|  |  |  |
| --- | --- | --- |
|  | *Outbound EMS* | *Inbound EMS* |
| Africa | % | % |
| Arab countries | % | % |
| Asia-Pacific | % | % |
| Caribbean | % | % |
| Europe | % | % |
| Latin America | % | % |
| North America | % | % |
| **Total** | **100%** | **100%** |

11 What are the two main destinations for your EMS export volume **in your region**?

First main destination: % of EMS export volume

Second main destination: % of EMS export volume

11.1 What are the two main destinations for your EMS export volume **outside your region**?

First main destination: % of EMS export volume

Second main destination: % of EMS export volume

12 For EMS export volume to the following regions, how would you rate the level of cooperation from des­tination Posts in most countries (e.g. willingness to help resolve problems, proactivity, accountability, etc.)?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | *Not applicable* | *Very poor* | *Somewhat poor* | *Neutral* | *Somewhat good* | *Very good* |
| Africa | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| Arab countries | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| Asia-Pacific | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| Caribbean | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| Europe | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| Latin America | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| North America | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |

13 For EMS export volume to the following regions, how would you rate the overall performance of desti­nation Posts in most countries (e.g. reliability, delivery, delivery options, etc.)?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | *Not applicable* | *Very poor* | *Somewhat poor* | *Neutral* | *Somewhat good* | *Very good* |
| Africa | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| Arab countries | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| Asia-Pacific | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| Caribbean | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| Europe | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| Latin America | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |
| North America | ❑ | ❑ | ❑ | ❑ | ❑ | ❑ |

**V. Customers**

14 What percentage of your EMS export volume is sent by the following customer groups?

B2B[[1]](#footnote-2) %

B2C %

C2B %

C2C %

**Total 100%**

**VI. Partnerships**

15 Does your organization partner with a commercial express courier company for international services?

❑ Yes

❑ No

(If yes, answer question 19)

16 Does this partnership involve any of the following?

|  | *Yes* | *No* |
| --- | --- | --- |
| Package services | ❑ | ❑ |
| Freight | ❑ | ❑ |
| Customs clearance | ❑ | ❑ |
| Extended liability | ❑ | ❑ |
| Transport | ❑ | ❑ |
| Last-mile delivery | ❑ | ❑ |
| Guaranteed delivery | ❑ | ❑ |

Other (please specify):

|  |
| --- |
|  |

**VII. E-Commerce**

17 Please indicate if any of the following online marketplaces sell products from your country **and** ship to international customers:

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ❑ | Alibaba Group | ❑ | Crazydeals | ❑ | Jumia | ❑ | Noon | ❑ | Tatacliq |
| ❑ | Amazon | ❑ | daylily | ❑ | Kaymu | ❑ | Okazii | ❑ | trademe |
| ❑ | Americanas | ❑ | eBay | ❑ | Konga | ❑ | Otto | ❑ | Walmart |
| ❑ | Allegro | ❑ | Fyndiq | ❑ | Lazada | ❑ | Rakutan | ❑ | Zalando |
| ❑ | bidorbuy | ❑ | Gmarket | ❑ | Linio | ❑ | snapdeal | ❑ | Zozotown |
| ❑ | CaribShopper | ❑ | JadoPado | ❑ | Mercado Livre | ❑ | Sopee |  |  |
| ❑ | Cdiscount | ❑ | JD.com | ❑ | Mydeal | ❑ | Takealot |  |  |

Please list any other online marketplaces that ship internationally from your market:

|  |
| --- |
|  |

18 Please indicate whether your Post has a business relationship with any of the following online market­places to use international EMS:

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ❑ | Alibaba Group | ❑ | Crazydeals | ❑ | Jumia | ❑ | Noon | ❑ | Tatacliq |
| ❑ | Amazon | ❑ | daylily | ❑ | Kaymu | ❑ | Okazii | ❑ | trademe |
| ❑ | Americanas | ❑ | eBay | ❑ | Konga | ❑ | Otto | ❑ | Walmart |
| ❑ | Allegro | ❑ | Fyndiq | ❑ | Lazada | ❑ | Rakutan | ❑ | Zalando |
| ❑ | bidorbuy | ❑ | Gmarket | ❑ | Linio | ❑ | snapdeal | ❑ | Zozotown |
| ❑ | CaribShopper | ❑ | JadoPado | ❑ | Mercado Livre | ❑ | Sopee |  |  |
| ❑ | Cdiscount | ❑ | JD.com | ❑ | Mydeal | ❑ | Takealot |  |  |

Please list any other online marketplaces that use international EMS:

|  |
| --- |
|  |

19 Please indicate which types of carriers are the **main** competitors in your market for international EMS:

|  |  |
| --- | --- |
| ❑ | Integrated direct carriers (e.g., Blue Dart, DHL, DPD, FedEx, SF Express, Toll, UPS, etc.) |
| ❑ | Mail intermediaries/consolidation providers (e g., 4PX, Asendia, Geopost, GPS, IMEX, Landmark Global, etc.) |
| ❑ | Freight forwarders (e.g., Apex, DB Schenker, FNS, Kuehne+ Nagel, Nippon, Panalpina, Sinotrans, etc.) |
| ❑ | ETOEs (i.e., international Post operations in your market) |
| ❑ | Other (please specify): |
|  |  |

20 Please indicate whether any of the following **specific carriers** are the main competitors for international EMS in your market:

|  |  |  |
| --- | --- | --- |
| ❑ | DHL | |
| ❑ | FedEx | |
| ❑ | GLS | |
| ❑ | UPS | |
| ❑ | Other (please specify): | |
|  | |  |

21 Please indicate the type of sales methods used to promote EMS products to online sellers:

|  |  |  |
| --- | --- | --- |
| ❑ | Direct sales force (e.g., specific account management, etc.) | |
| ❑ | Inside sales force (e.g., general sales via call centre, etc.) | |
| ❑ | Social media (e.g., Facebook, YouTube, etc.) | |
| ❑ | Post website | |
| ❑ | Direct mail, e-mail or other targeted marketing materials | |
| ❑ | Media such as print, television or radio | |
| ❑ | None | |
| ❑ | Other (please specify): | |
|  | |  |

22 Please indicate whether your Post has, or plans to develop, any of the following logistics technology solutions for international EMS:

|  | *Already have* | *In development* | *Would like to offer but do not have capability* | *No plan/not considering* |
| --- | --- | --- | --- | --- |
| Fully landed cost calculator | ❑ | ❑ | ❑ | ❑ |
| Automated customs documentation/ pre-advice/prohibited goods | ❑ | ❑ | ❑ | ❑ |
| Shipper-customs-recipient data connection | ❑ | ❑ | ❑ | ❑ |
| Transit time calculator | ❑ | ❑ | ❑ | ❑ |
| Website integration tools | ❑ | ❑ | ❑ | ❑ |
| Destination address verification | ❑ | ❑ | ❑ | ❑ |
| Delivery location options | ❑ | ❑ | ❑ | ❑ |
| Mobile solutions | ❑ | ❑ | ❑ | ❑ |
| Enhanced tracking/visibility | ❑ | ❑ | ❑ | ❑ |
| Delivery management | ❑ | ❑ | ❑ | ❑ |
| Data analytics | ❑ | ❑ | ❑ | ❑ |
| Merchandise returns solution | ❑ | ❑ | ❑ | ❑ |

Thank you for completing this survey.

1. B2B business-to-business (including government and B2B2C); B2C business-to-consumer; C2B consumer-to-business; C2C consumer-to-consumer. [↑](#footnote-ref-2)