

LCBB4007 – Group Presentation

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Let's Meet the Team!

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THE EVOLUTION OF DHL GROUP FROM ITS HUMBLE BEGINNINGS TO THE PRESENT DAY



FIG.1: DHL FOUNDERS (<https://www.facebook.com/photo/?fbid=4374619929300349&set=pcb.4374620179300324>)



DHL Group Structure

- DHL Group is a Divisional Structured Organisation
- The Divisions that form DHL are:
 - DHL Express: 29.7% Share of Revenue
 - DHL Global Freight: 22.1% Share of Revenue
 - DHL Supply Chain: 20.6% Share of Revenue
 - DHL Ecommerce: 7.6% Share of Revenue
 - DHL Post & Parcel Germany: 20.1% Share of Revenue

“Our guiding principle <<Respect & Results>> strengthens the collaboration among our employees.” (DHL Group, 2023)

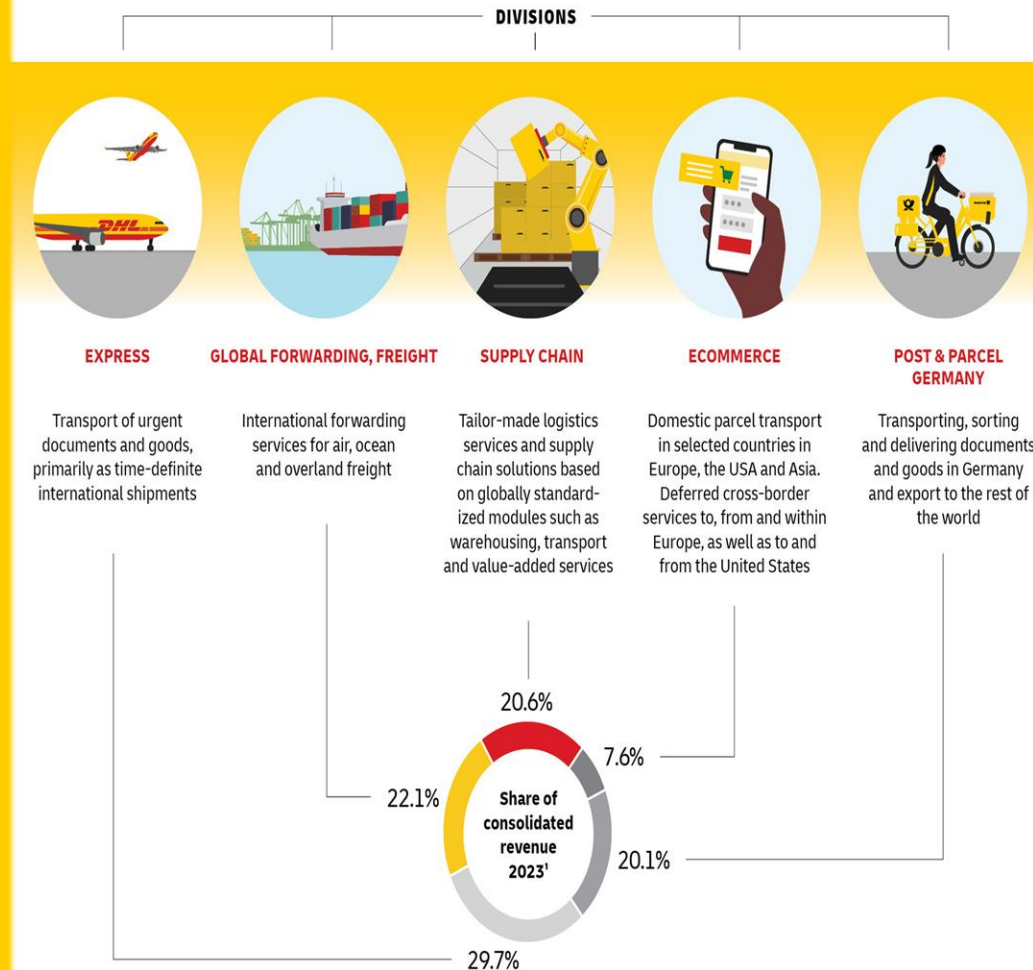


Fig. 1: DHL Group Structure (<https://group.dhl.com/en/about-us.html>)



The size of DHL Group

- ❖ DHL Group is defined as a large enterprise
- ❖ Number of Employees: Over 594,000
- ❖ Operation: International (220+ Countries)
- ❖ Amount of Revenue: ~ €82 Billion
- ❖ Number of main divisions:
 - ❖ Express
 - ❖ Global Forwarding
 - ❖ Freight
 - ❖ Supply Chain
 - ❖ eCommerce Solutions

“At DHL Group, our global team is united by a common purpose: Connecting people and improving lives.”
(DPDHL, 2023)

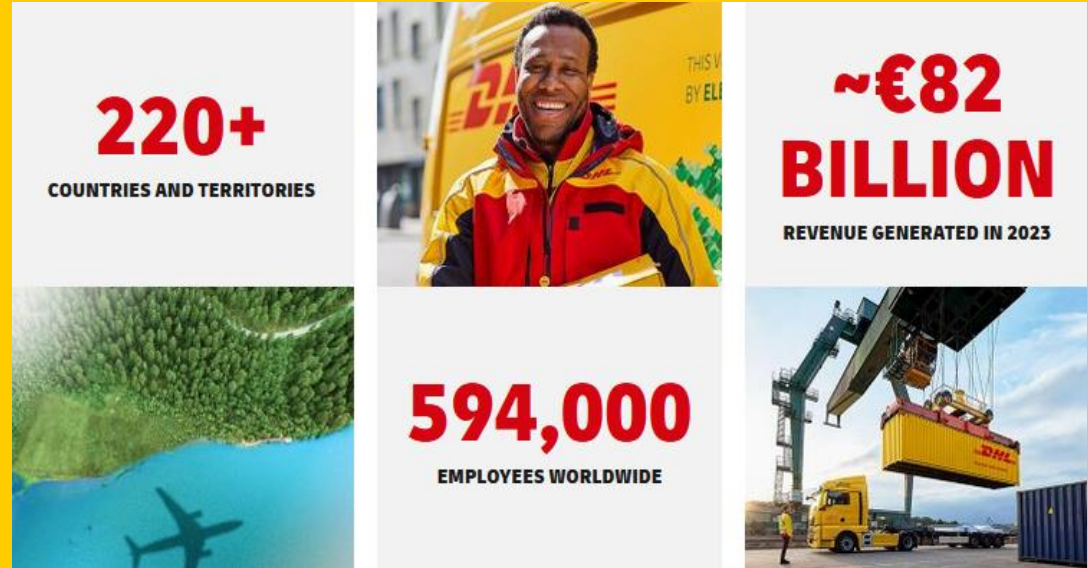


Fig.2: DHL Group (<https://group.dhl.com/en/about-us.html>)



DHL Group Functions

- ❖ DHL Group Functions are defined as corporate.
- ❖ Management board members of DHL Group, which forms the Corporate Centre, are:
 - CEO – Dr Tobias Meyer
 - CFO – Melanie Kreis
 - HR – Dr Thomas Ogilvie
 - Supply Chain – Oscar de Bok
 - eCommerce – Pablo Ciano
 - Post and Parcel – Nikola Hagleitner
 - Express – John Pearson
 - Global Freight – Tim Scharwath
- ❖ Marketing and commercialization on the service provided is done by the divisions according to their specific traits.
- ❖ The Corporate Centre is overseeing the business, having as well regional managers in the countries they active, which in turn, have depot managers in charge of their own sector.



CEO – Dr Tobias Meyer
(<https://group.dhl.com/en/about-us/corporate-governance/board-of-management.html>)



CFO – Melanie Kreis
(<https://group.dhl.com/en/about-us/corporate-governance/board-of-management.html>)



HR – Dr Thomas Ogilvie
(<https://group.dhl.com/en/about-us/corporate-governance/board-of-management.html>)



SWOT Analysis – DHL Group

Strengths	Weaknesses
✓ Strong global brand recognition ✓ Extensive international network ✓ Innovative Logistics Solutions	❑ High Operational Costs ❑ Dependency on fuel costs
Opportunities	Threats
➤ Growing e-commerce market ➤ Expansion of suitable logistics services	❖ Intense competition in the logistics sector ❖ Economic uncertainties affecting trade volumes ❖ Fluctuations in currency exchange

(Uwtsd.ac.uk, 2024)



PESTLE Analysis – DHL Group

POLITICAL	• Cross-border Regulations Changes (BREXIT) • Different levels of taxation in different countries they activate in, on imports and exports
ECONOMINC	• Gross Domestic Product growth rate of the country affects operations directly • Directly affected of a country's interest rates
SOCIAL	• High-end brand that is not affordable to residents in some countries • Age is a factor that DHL group investigates, as the young generation is more inclined to do online shopping, increasing DHL Group's logistical business
TECHNOLOGICAL	• DHL Group's brand is based on speed and reliability, which is acquired through investments within the technological sector • It represents a higher cost for the organisation, but it also provides a competitive edge against its competitors
LEGAL	• Consumer protection laws according to different countries • Data Protection Regulations according to different countries • Employee Protection Laws for Health and Safety
ENVIRONMENTAL	• Conditions of weather and seasons in different parts of the world that can and will affect transportation • Adjustments to the vehicle fleets in use to minimize any damage to the environment



Primary Company Stakeholders

◆ Customers

- Organizations focus is providing superior quality of its services to targeted audience. (Fernández-Portillo, et al., 2024)
- The age group targeted are between 25 and 60 years old.
- The organisation must ensure affordability. (Ghanbarpour, et al., 2024)
- Organisation arranges feedback panels that include proposals for improvement.

◆ Employees

- Promoting protection to the interest of the human resources. (Norris, 2024)
- Investing in training facilities for purpose of developing employees.
- Financial incentives and loyalty gifts ensures retention.
- Regular interactions with employees are encouraged by the business. (RYBAKOVAS, 2024)

◆ Shareholders

- The Analysts of the Financial performance of the organisation
- Providing regular updates on the business's performance
- The interest of the shareholders is a main focus of the organisation. (Ghanbarpour, et al., 2024)





Secondary Company Stakeholders

- ◆ **Competitors**
 - They do not take direct part, but their actions can influence the companies market position and success. (Roadmunk, n.d.)
 - Competitors can offer promotions, which in turn forces the organisation to adhere to same policy for customer retention. (BBC, 2023)
- ◆ **Media**
 - Plays an important role in promoting the company's brand
 - Can affect an organisation in a positive or a negative way, depending on the company's actions.
- ◆ **Government**
 - The rules and regulations issued and approved by a country's government can affect a business and its operations
 - Can directly affect a company's revenue due to tax laws. (GOV, 2024)
- ◆ **Consumer Groups**
 - Directly affecting the business by choosing which organisation is best to provide solutions to their needs.
 - Their decision can be influenced by the method used by the organisation in operation.





Conclusion

- ❖ DHL Group is a well-established organisation on the global scale
- ❖ It values its employees and promotes them, ensuring retention and the desire from new candidates to join their ever-growing team
- ❖ It revolutionised the way people can connect around the world and send documents or merchandise from one side to another of the globe

Thank You!

Any Questions





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