



THE TIMES 100

Edition 14

Parcelforce Worldwide: Using the marketing mix to drive change

Answer sheet

1. Who owns Parcelforce Worldwide and what is its core business?
Parcelforce is owned by the Royal Mail Group. Its core business is the delivery of express parcel deliveries.
2. How many parcels are delivered each day?
210000 parcels.
3. What is the difference between B2B and B2C?
B2B is the transportation of parcels between businesses, whereas B2C is the transportation of parcels from business to the home of the customer e.g. mail order.
4. Parcelforce Worldwide has three different types of product. What are they?
Global Express; Global Priority; Global Value.
5. What are the differences between quantitative and qualitative research?
Quantitative research is when questions are asked which have set answers to choose from and therefore becomes a more numerical statistic, whereas qualitative research is when open ended questions are asked allowing opinions to be recorded.
6. What are the 4 types of pricing strategy that Parcelforce uses?
Differential pricing; price leadership; market penetration; competitive pricing.
7. Explain the four types of pricing strategy that you have listed previously.
Differential/ discrimination pricing is when different prices are charged to different customers for effectively the same service.
Price leadership is where a market leader sets the market price.
Market penetration pricing is where the price is set lower than its competitors in order to win custom.
Competitive pricing is where the prices are matched or undercut.
8. In the case study it mentions that a customer can send a parcel in a variety of ways. What are they?
A customer can send parcels through its depots, Post Office branches, direct collection by Parcelforce and through international partner networks overseas.
9. Parcelforce have key partnerships throughout the world. Why is this a good thing?
Parcelforce does not have to set up any transportation methods or infrastructure, allowing Parcelforce to maintain a healthier Cashflow.



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10. Using the case study, explain what the difference between above-the-line and below-the-line are.

Above the line promotion is directly paid for advertising through media such as radio and television, very little control of who sees the message, whereas below the line promotion is specific promotion to its target market through direct mail., email and sales promotion.