



## Market

DHL is the global leader in international air express transport, freight and logistics services, and as such is a true worldwide renowned brand. The international DHL network connects more than 220 countries and territories, employs more than 300,000 people around the globe and has an annual circulation of more than 1.5 billion shipments delivered to 120,000 destinations.

Our market shares prove that DHL is number one in the logistics industry. Another indicator of its leadership status is the fact that more than eight million corporate customers appreciate the way DHL supports their businesses. DHL experts are the preferred partners to prestigious production and commerce companies around the world – offering reliable transportation and smart outsourcing solutions.

DHL was founded by Adrian Dalsey, Larry Hillbloom and Robert Lynn in 1969 in San Francisco. It began operating in ex-Yugoslavia in 1983 and was established and registered in Macedonia in 1993.

## Achievements

DHL represents the milestone of the international express industry. Founded by three entrepreneurs from California, it set the grounds for building an empire on the concept of urgent international "door-to-door" delivery of documents. Later on, it expanded its services onto parcel transport as well as dutiable shipments.

DHL's strength is the ability to recognize the needs of the market and the expertise to introduce exactly those services that the customers want. This information is proven by the fact that many world famous companies that have started their business at the same time as DHL, have remained its customer over the years.

Throughout its history, DHL made multiple breakthroughs on the market and acquired a strong reputation among customers. Starting in 1983, this was the first company to introduce a system for tracking shipments, thus enabling its customers to supervise the course of transport and delivery of their goods.

A great part of DHL's positive reputation is based on the fact that it operates in almost all the countries of the world. It has not only served as the sole connection between people in various territories that were at war or have suffered from a



natural disaster, but it has also presented the crucial link worldwide.

## History

DHL was founded in 1969 by Adrian Dalsey and Larry Hillbloom who were working for MPA, a small courier company in San Francisco. Hillbloom was planning on investing \$3,000 in MPA's shares, but Dalsey convinced him to invest the money into starting their own business. Robert Lynn, who was in real estate, joined them in founding the first courier service from San Francisco to Honolulu.

The three partners made a historical step without even dreaming of changing the world of business as they knew it. At first, they would personally take the shipments from San Francisco to Honolulu on a plane and would begin the customs procedures before the shipment would reach the destination, which made the whole process a lot faster and easier. A new industry was born - air express shipping.

Their first customers were mostly banks and companies from the shipbuilding industry. They were thrilled with the service that surpassed the standard post service and its biggest advantage was reliability. Before the age of electronic money transferring, customers used to ship cheques worth millions of dollars with DHL.

DHL network grew unbelievably fast. The company expanded from Hawaii to the Far East and the Pacific, then to the Middle East, Africa and Europe. In 1977, DHL had already expanded its services and began to transport small parcels apart from documents. On its 20<sup>th</sup>

anniversary, it had 175 offices and 20,000 employees worldwide.

In 2003, Deutsche Post World Net became the new owner of the DHL brand. That year, DPWN merged the express and logistics companies under the same brand. In 2006, Excel, one of the largest logistics companies in the world, became a part of the DHL brand architecture. Until recently, DPWN embraced four divisions: mail, express, finance and logistics. Now, according to the latest Strategy 2015, its priorities will be focused on mail and logistics. The group will continue doing business as Deutsche Post DHL.

DHL Express Macedonia has been in service for over 15 years. As a full member of the DHL Worldwide Network, DHL Express Macedonia was founded with 100% foreign capital and represents a part of the worldwide DHL network.

With 70% market share in the field of courier transport, DHL Express Macedonia is an irreplaceable partner of over 3,000 companies and institutions in Macedonia in their international communication. The quality was substantiated with the Quality Certificate ISO 9001:2000 (in 1998), the first such certificate in the service domain, and still the only one in the domain of courier services in the Republic of Macedonia.

From 2007, DHL Express Macedonia has operated in new business premises spreading over 2500 m<sup>2</sup> and own customs warehouse, equipped according to the highest standards in the area of process engineering, information technology and, naturally, safety which contributes to additional improvement of the service offer, enabling faster and safer services.

Today, DHL Express Macedonia has 48 professionally trained employees and its own fleet comprising over 30 vehicles thus enabling smooth functioning and absolute coverage of the entire





established work process that functions consistently in each part of the DHL network.

## Product

DHL globally operates through four large brand areas: DHL Express, DHL Freight, DHL Global Forwarding and DHL Excel Supply Chain.

DHL Express offers international and domestic door-to-door shipping services. DHL Freight specializes in handling single and multi-piece shipments, both domestic and international, offering road, rail and multimodal shipping solutions. DHL Global Forwarding handles heavy weight cargo shipments, by either air or ocean freight, while also handling customs clearance. DHL Excel Supply Chain is a master of logistics and customized transport solutions for various industries that require effective supply chain management, starting from warehousing and logistics and ending with sales, production and managing orders.

For even greater efficiency, DHL offers its customers modern possibilities for e-trade and e-communications with their customers, suppliers and business partners.

DHL is an inevitable partner in transporting all kinds of goods for a wide variety of industries which provides customers with the quickest access to global markets. Customers who trust in DHL have the strongest logistics brand on their side. No matter what the goods, transport destination or whatever complex supply chain solution is needed, our brand fulfils even the most complex customers' needs.

DHL consists of specialized divisions for express, freight, ocean, mail and logistics, which are united by one embracing philosophy: we are the can-do people. DHL's priority nowadays is the ability to provide its customers a one-stop-shop solution for all their transport needs. The booming of e-trade additionally widens the basic DHL services and requires a product portfolio.

## Recent Developments

In the beginning of March 2009, the DPWN management made a decision to implement a new strategy that would change the course of development of the Deutsche Post DHL conglomerate and its primary focus would be on continuing to develop the mail and the logistics businesses. Nowadays, the brand is reshaping by tightening the connections between brand areas in order to ensure the best possible transport and logistics services for its customers, as well as innovations in the e-communications department. Due to Strategy 2015, the ex Deutsche Post World

Net will continue doing business under the name of Deutsche Post DHL.

The DHL brand acquired the ownership of DPWN in 2003. From then on, DHL has become a true superbrand in worldwide logistics. Today, DHL has the ability to transport almost any kind of goods by any possible means of transportation.

## Promotion

DHL is one of the most famous brands in the world. One of the reasons is undoubtedly the long-lasting tradition and high-quality marketing campaigns.

DHL has been supporting the organization of Formula 1 tournaments since 2004, as their logistics partner. For each race to go smoothly, DHL transports vehicles, spare parts, engines, wheels, TV equipment and even more than a million litres of fuel for eighteen races on four continents. DHL mobile logistics centre is always on the racetrack providing service throughout the day, ranging from delivery of packages and documents to customs clearance and transport of dangerous goods.

DHL has also developed a global partnership with Paramount Pictures as the official logistics partner of the movie Mission Impossible III. While the movie was being produced, DHL transported 50 tons of goods, handling packing, logistics, transport, as well as transport of special equipment and sensitive material to various locations all over the world.

"We make importing simple" and "What tells you it's 9 o'clock in Paris" are just examples of the slogans that DHL Macedonia has used in its export and import campaigns that, year after year, have successfully proven that it deserves to be a part of the yellow-red superbrand, synonymous for the leading express and logistics company in the world.

With "a little" help from these campaigns, the use of DHL service in Macedonia has long been a business habit, a common and indispensable working tool, similar to the use of telephone or fax. With these slogans, the temptation named DHL is too intense to resist.

Thanks to us, the business in Macedonia ever better understands the syntagma "time is money".



We are especially proud of the fact that we pull out of crises stronger and more experienced, ready to go a step further than anyone else and to efficiently tackle any upcoming challenges. Our customers also know how to value that effort and to give us their trust and respect time after time.

## Brand Values

The best example of the success and value of the DHL brand is that it has become the synonym for express shipping worldwide. Instead of relying on urgent mail and standard shipping options, DHL's customers insist on having their goods, documents, gifts, etc. delivered to their destination as fast as possible and in the most reliable and professional manner. These values are highly appreciated by DHL customers because the shipments that are distributed are usually so important that their whole business depends on it, sometimes even a customer's life. Taking all contemporary shipping needs into consideration, it is safe to say that shipping with DHL nowadays is inevitable and necessary. DHL customers have a saying "I'm going to DHL the shipment", which testifies more than enough about the true value of the DHL brand because it expresses the customers' attitude that DHL-ing a shipment is not the same as simply sending it regularly.

The image of DHL reflects the company's readiness and responsibility in dealing with customers and their specific needs and requirements. The DHL brand is also followed by a reputation of a pioneer company in using high-tech methods in its business which have contributed to its high-quality service. Speed, dedication, precision and constant investment in people are the key attributes of DHL. The strength of the brand lies in the three core positioning elements: Personal Commitment, Proactive Solutions and Local Strength worldwide.

[www.dhl.com.mk](http://www.dhl.com.mk)

### THINGS YOU DIDN'T KNOW ABOUT...

#### DHL

- > DHL is the ninth biggest airline in the world!
- > DHL transports and delivers more than 1.5 billion shipments per year, and a DHL plane takes off every 58 seconds!
- > The company operates with 76,200 vehicles and 420 aircrafts (DHL's + other companies).
- > There are 6,500 DHL offices worldwide and over 450 hubs, warehouses and terminals.
- > DHL Express Macedonia is the only courier company that has been operating its own cargo airplane since 2001 with daily connections with the international DHL network.
- > All the largest importing and exporting companies in Macedonia are clients of DHL.

**WE RACE. YOU WIN.**

[www.dhl.com/weraceyouwin](http://www.dhl.com/weraceyouwin)

DHL is the Official Logistics Partner of Formula One™