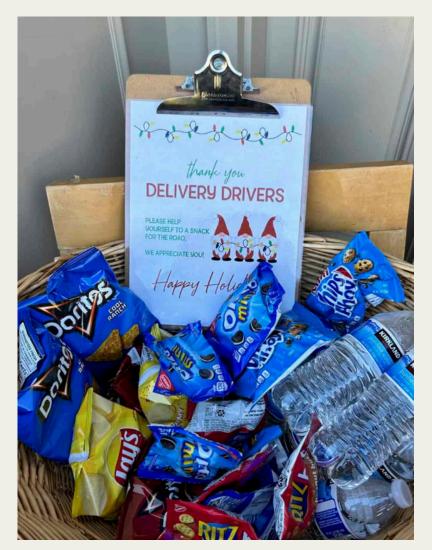


# DELIVER HEALTHY WITH UPS

KATE, ELLIE, KAVYA, ARIANA, MACHI













#### 10.6 CASE CHALLENGE

#### CASE CHALLENGE QUESTION:

How can UPS create engagement among its seasonal employees to tackle the adversity of employee turnover?



- OCTOBER TO EARLY JANUARY
- HOLIDAY SEASON

- +100,000 EMPLOYEES
- 30 MILLION PACKAGES PER DAY

- 20 % DOES NOT RETURN
- -MANY LEAVE DUE TO CONFLICTS



### **SWOT ANALYSIS**

#### STRENGTH

#### WEAKNESSES

Global access to distribution centers, warehouses, and transportation.

Reliance on US Market

#### **OPPORTUNITIES**

THREATS

Rise in E-Commerce - customers shop more online.

Weather events - disruption of the enviornment



#### 10.6 CASE CHALLENGE



#### PERSONA: KEVIN

**SALARY: \$22.21 / HOUR** 

LIKES:

29%

**HIGHER** 

**SALARY** 

**DISLIKES:** 

**LONG DRIVES** 

WITHOUT FOOD;

**LOW SHIPPING** 

**DISCOUNT** 

"We only have 30 minutes to eat. I always eat fast food."

# UPS subreddit

"I don't like fast food. And don't want to eat cold sandwiches all the time."

"They literally don't offer anything any other company offers."



# OUR SOLUTIONS

#### **ADVANTAGES**

- COLLABORATE WIITH A FOOD
   COMPANY FOR CHEAP, QUICK
   MEALS
- PROVIDE SNACKS + DRINKS

LARGER DISCOUNTS ON SHIPPING

#### **OPPORTUNITIES**

SOCIAL EVENTS BETWEEN
 FULL-TIME WORKERS AND
 PART-TIME WORKERS

## "UNIFORM DISCOUNTS"

.. Gratitude for the service from individuals who provide to their communities.



#### Firehouse Subs

Firefighters receive a Free drink with a purchase of a meal.



#### Steak 'n Shake

20% discount to police officers, firemen, and EMT's.



# HEALTHY FOOD, HEALTHY MIND

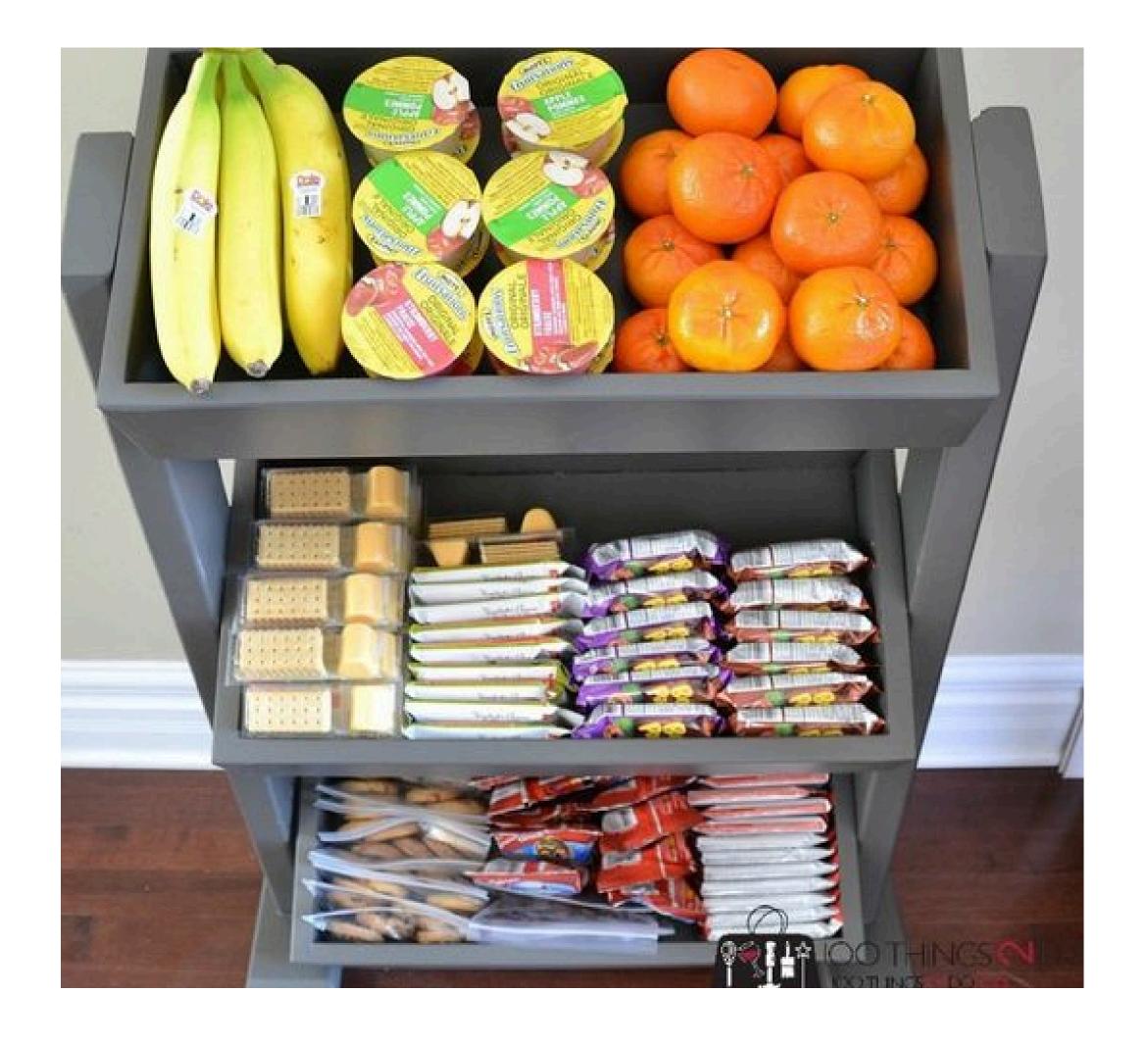
Provide essential nutrients;
 supports health

Provide sustained energy;
 promoting productivity.

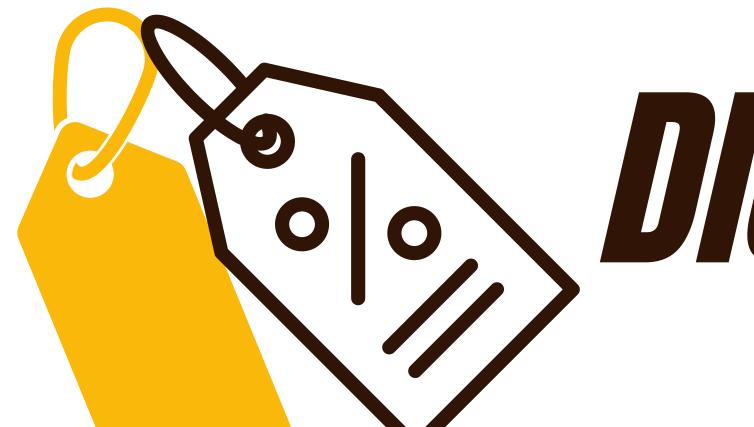
SALAD BAR

25 % Off for all UPS employees in uniform + Free drink









# 

..WITH SENIORITY ADVANTAGES

1 YEAR- 15% (CURRENT RATE)

3+ YEARS - 25% OFF

5+ YEARS - 35 % OFF

10+ YEARS - 50 % OFF

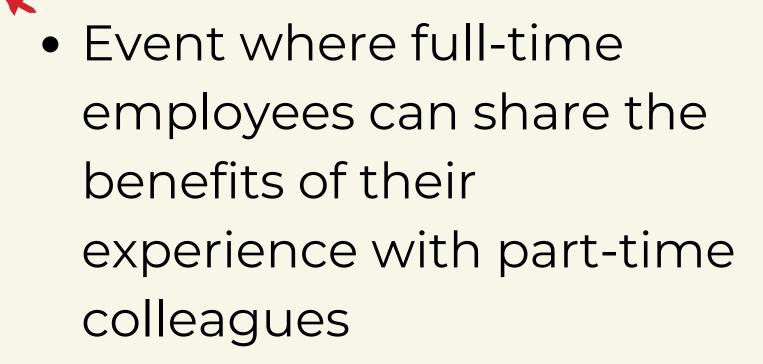
- Fosters company loyalty
- Creates a culture that cares about the people who are a part of it, making them feel more valued and more likely to stay.

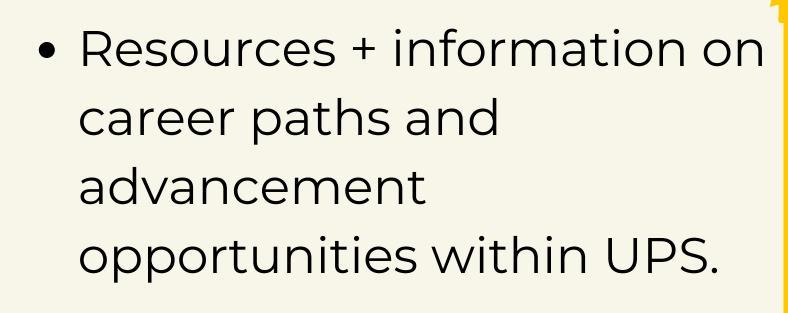
-Enrich Financial Wellness



#### HOLIDAY CHEER:

# UPS Empowerment







#