

FedEx[®] Express



Market

Rhea Express d.o.o. as the bearer of the FedEx Express license in Bosnia and Herzegovina, with its service covers the entire market of Bosnia and Herzegovina (the Bosnian Federation and Republika Srpska). Rhea Express d.o.o. has branch offices in Sarajevo, Mostar, Tuzla, Bihać, Tešanj, Bijeljina and Banja Luka and so encompasses all cantons and entities in Bosnia and Herzegovina. Currently, FedEx Express, via the Rhea Express company, is positioned as a leader on the market of express transport in Bosnia and Herzegovina, which is in itself an acknowledgment, as well as motivation for this position to be constantly affirmed and advanced.

Achievements

Since its establishment to this day, FedEx has won a large number of acknowledgments for its services, one of the most important ones being the Malcolm Baldrige National Quality Award in 1990. Keeping with tradition of being a step ahead of its competition, in 1994 FedEx also received the ISO 9001 registration of standards for its operations across the world, thus becoming the first global express transport company that has received this certificate for its overall system.

History

Rhea Express d.o.o. began work in April 2001 and owns the FedEx Express corporation license in Bosnia and Herzegovina. Today its capacities include: 25 employees with an average age of 27 years. Rhea Express has the possibility to provide complete service of customs mediation in receiving and sending packages, which is proven by the successful and continued cooperation with over 2,500 clients.

Rhea Express d.o.o. is the only courier company that picks up and delivers packages in all towns in Bosnia and Herzegovina. The High

motivation and level of training of the employees have been harmonised with all the standards of the FedEx Express corporation.

FedEx Express is the largest global transport company, which, with more than 730 of its own aeroplanes offers a varied portfolio of different services on all levels. The company was founded in 1973 and has since then offered clients the most modern and most reliable transport network with its capacities for sending and receiving packages. FedEx's guideline is complete focus on the needs of clients in this field with the aim of competing on the international market as successfully as possible.

Cooperating with FedEx makes doing business with the world simpler, easier and more profitable. In more than 220 countries across the world, from Albania to Zimbabwe, it delivers packages for clients and its business partners. Its thirty years of experience and state-of-the-art equipment makes it possible for a client to transport almost any package,

including very heavy packages, packets, documents and hazardous materials. Reliable service in sending a client's international and domestic packages makes the company and its clients happy.

Today Federal Express has grown into the FedEx Corporation, which encompasses:

- Express
- Ground
- Home Delivery
- Custom Critical
- Trade Network

During its existence, Express has always been a leader in presenting new services for clients. It was the first company dedicated to delivering packages overnight. The first

company in delivering letters overnight, the first to guarantee delivery by 10:30 the next morning, the first to provide deliveries on Saturdays and the first express company to provide a deadline on the delivery of heavy goods.

Express also became the first company of its kind that offered a money back guarantee and free proof of delivery, services that have now been extended to FedEx's global network. In 1990, Express became the first company of its sort to win the Malcolm Baldrige National Quality Award in the services category. Keeping in line with its tradition "always first", it also received the ISO 9001 registration of standard for its operations across the world in 1994, thus becoming the first global express company to have received this certificate for its entire system.

In 1994 Federal Express advanced its corporate identity and formally assumed its primary brand name. The company was taken over by Caliber System Inc. in January 1998 and in 2000 it advertised a rebranding initiative, so covering all operations with its brand in the entire world.

Today, Express sifts through some 3.3 million packages and documents every night. The aeroplanes, which make the largest world cargo fleet, have a combined capacity of more than 12 million kilograms a day. In 24 hours FedEx planes travel almost 800,000 kilometres, the couriers travel over four million kilometres a day, which is equivalent to 100 trips around the Earth.

FedEx became operational in April 2001, which makes it the youngest courier company in Bosnia-Herzegovina. FedEx provides a complete customs service in sending and delivering packages, as well as a continuous cooperation with more than 2,500 clients. Furthermore, FedEx is the only courier company that picks up and delivers packages in all towns in Bosnia-Herzegovina. FedEx employees have a high level of motivation and training, in accordance with all standards of the FedEx Corporation.





Product

International Priority is a time-defined express delivery of packages door-to-door, as well as their processing through customs. It is present in over 220 countries and territories across the world. It is particularly favourable for sending urgent and valuable packages, such as important documents, samples, parts of computer equipment and the like.

Delivery times:

EURO 1 zone - 1 weekday

EURO 2 zone - 2 weekdays

A zone - 2 weekdays

Other zones - 2 to 3 weekdays

Picking up and delivering of packages take place throughout the week, 24 hours a day. If the package is being picked up outside of Sarajevo, another workday is needed for the package to reach its destination.

Custom critical is a specialised, time-defined service for the delivery of urgent packages that demand customs processing.

Characteristics of the service: exclusive use of FedEx vehicles, non-stop door-to-door service, reliable and fast service, automatic notification of picking up and delivery of a package.

International priority freight is a time-defined, door-to-door, completely customs processed delivery within 1 to 3 workdays, depending on the location for delivery. Information about packages is available at www.FedEx.com.

Flexibility

FedEx offers the possibility of choosing one's own shipping agent in customs processing.

Advantages for clients: fast reaction time to changes in market circumstances, reducing the possibility of damage or delay of delivery of packages, exceptionally favourable prices.

Packaging

Sending packages can be simple using FedEx packaging which has been designed to completely accommodate the needs of clients during sending.

FedEx offers a wide selection of strong, resilient, adequately designed packaging for clients' packages, which are, of course, free of charge. The client receives FedEx packaging in advance from a courier in order to reduce the preparation time for sending.

Recent Developments

FedEx Express, the company that invented the delivery of packages overnight, made international transport even faster by presenting its first Boeing 777 Freighter. FedEx Express is the first global cargo airline company that was delivered the 777F aeroplane. Also, FedEx is currently the largest company to have ordered this aeroplane.

By introducing the 777F in its fleet of over 650



planes, FedEx expanded its already largest global cargo airline company. International routes on which the 777F will be flying will enable a greater value of services for clients, as well as promote the efficiency of the FedEx Express global network. The Boeing 777F is the largest two-engine cargo plane in the world. Its range of more than 10,000 kilometres is greater than any other two-engine cargo plane, with a capacity of more than 98,000 kilograms.

The flight range of this global cargo plane enables FedEx to make flights between the largest international markets of Asia, Europe and the United States, with more cargo and speed than ever possible until now. This will enable clients to hand in their packages at a later time. For example, the transit time of the 777F from Asia to a destination in the United States will be reduced between one to here hours in relation to before.

Besides advancing the service that the 777F entails, this aeroplane also brings significant improvements for the environment in relation to planes hitherto. Firstly, it consumes 18 percent less fuel than the planes it will replace. Secondly, the state-of-the-art technology of jet engines reduces the emission of harmful gases by 18 percent. Thirdly, the advanced noise reduction meets the highest airport standards and makes liftoff and landing quieter. And fourthly, it has less maintenance and usage costs than any other plane in its class.

By April 2010, FedEx Express is planning for four 777F planes to cover routes between Asia and the USA. There will be a total of fifteen 777F aeroplanes in the company's fleet by the end of the fiscal year 2014. FedEx Express also has a second order of fifteen 777F planes which will be delivered between 2014 and 2019. FedEx Express has the option of ordering another fifteen additional Boeing 777F aeroplanes alongside the current orders, the press release says.

Promotion

FedEx, and thus Rhea Express, as a company is investing a lot of effort to keep its loyal clients and often uses interesting advertising campaigns and promotional actions. It often offers discounts for companies and loyal clients, as well as rewards for using FedEx services. FedEx dedicates itself and is often engaged in a very wide range of services to satisfy the needs of clients because the client comes first. There are a lot of reasons why FedEx is unique and why FedEx services should be used. Some of the reasons are that FedEx has 50,000 drop-off locations all over the world, which makes the FedEx service available wherever you may be in the world. The key of FedEx's promotion lies in good relations with clients and based on this goal, the company creates promotional campaigns that always include the customers' satisfaction as a result.



Brand Values

The FedEx brand is known world over and is, of course, always the same, wherever you may be in the world. The FedEx brand has maintained its brand identity for many years, illustrating the character of the company and prompting feelings of trust, usefulness, benefit and security. The principle advantage of FedEx's brand comes from its presence in the subconscious of the client, that is, the ability of it being recalled and recognised and its connection with a brand that promises loyalty, express delivery, security and many other advantages.

www.fedex.com



THINGS YOU DIDN'T KNOW ABOUT...

FedEx

FedEx is completely involved in social developments. It uses its sources to help thousands of organisations across the world. Its aeroplanes and vehicles deliver thousands of tonnes of aid to underdeveloped parts of the world; employees volunteer for thousands of hours in making their communities better for living, playing and working. It also provides financial assistance to secure the safety of children and promote education.

Following are only some humanitarian organisations with which FedEx has a strategic partnership:

- THE AMERICAN RED CROSS
FedEx and the Red Cross are working together on rapid response for assistance to areas across the world that have been struck by catastrophes.
- THE AMERICAN FOUNDATION FOR AFGHAN CHILDREN
In December 2001, FedEx transported more than 60,000 tonnes of aid for refugees in Afghanistan.
- HEART TO HEART INTERNATIONAL
FedEx and Heart to Heart International are working together to reduce suffering across the world.
- NATIONAL CAMPAIGN FOR THE SAFETY OF CHILDREN

Safety is of utmost importance for FedEx, at work and in local communities, especially the safety of children as pedestrians.

- ORBIS INTERNATIONAL
Sight is a precious gift and FedEx is proud to help Orbis in providing the treatment and cure for people with damaged eyesight in developing countries.
- MARCH OF DIMES
Thousands of FedEx employees take part in the March of Dimes and other events that help collect funds for assistance in improving the health of babies through the prevention of congenital defects and children's mortality.