

The Evaluation Model of Providing Express Service by Chunghwa Post Company

Student : Hui-Yi Chen

Advisors : Dr. Cheng-Min Feng
Dr. Kai -Chieh Chia

Institute of Traffic and Transportation

National Chiao Tung University

ABSTRACT

Founded in 1896, the Chinese Postal Service has been in existence for one hundred and eight years. The ubiquitous post offices and their reliable, amiable, safe services have continuously won the satisfaction of all customers. The Chinese Postal Service has transformed into a state-run company from January 1, 2003, and will transform into a private company in five years. After transforming into a private company, Chunghwa Post Company (CPC) will face the competition from other private companies in their express business directly. How would CPC handle this situations is the issues of this study?

In this research, we will analyze the industry of express service first, and then propose a collaboration model between the CPC and private company. The purpose of this study is to develop an evaluation model to evaluate profits for CPC and private company through the collaboration way. The case study is conducted for the CPC and one private express company to examine the model. It is concluded that under the consideration of cost, this collaboration model between the CPC and private company is feasible. In addition, this study also proposes some operation strategies for the future operation of the CPS to increase the CPC'S competition.

Keyword : The Chinese Postal Service , Express Service , Collaboration Model