










Current USPS Model

<p>Key Partners </p> <p>Marketers International Postals</p>	<p>Key Activities </p> <p>Sorting Tracking Weighing Customer Service Delivery Designing -package, Stamps Software</p>	<p>Value Proposition </p> <p>Provides a solution to several needs, such as: General Shipping First Class Flat Rate Shipping Click -N- Ship</p>	<p>Customer Relationships </p> <p>Personal assistance Online Guaranteed Personal deliverer</p>	<p>Customer Segments </p> <p>Mass Market Everyday senders Professionals</p>
	<p>Key Resources </p> <p>Distribution center Postal office Drop off/pick up box Mailbox/ P.O. box Database</p>	<p>-Guaranteed arrival -Insurance -Signature confirmation -Certified mail -Receipts -Restricted delivery -Adult signature</p>	<p>Channels </p> <p>Post Offices Drop Off Box Usps.com Delivery Pick up Advertisements Commercials</p>	
<p>Cost Structure </p> <p>People Manufacturing Design Transport</p>		<p>Revenue Streams </p> <p>Postage fees Stamps/Packaging Standard Mail Extra add ons for mail</p>		