1. What aspects of DHL’s strategy for entering the United States reflect a low-cost strategy? A differentiation strategy? 2. Are there any aspects that appear to reflect a focus strategy? 3. How has DHL incorporated “speed” into its overall strategy? 4. What appear to be DHL’s most important competitive advantages? Are they best suited to a mature industry or a growth industry? Which way would you characterize the U.S. parcel market and the global parcel market? 5.What appears to be the likelihood that DHL will succeed? What key factors will determine that? 6. DHL comes to you for advice on whether they should continue a global focus on parcels and express mail or diversify their business activities into other types of businesses. What would you advise and why?