



UPS: What can Brown do for you?

Listening Questions 1:

1. Who was the founder of UPS?
2. What was the company's original name?
3. In the early years, what did the company deliver?
4. What does the company focus on providing?

Listening Questions 2:

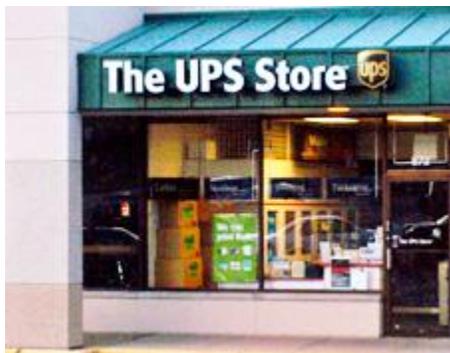
1. Originally, why were UPS trucks brown?
2. What are 2 services offered by UPS Supply Chain Solutions?
3. What are 2 services offered by the UPS Store?
4. How many packages a day does UPS deliver?

Transcript 1:

United Parcel Service (UPS) has been in business for over 100 years. The company was founded by James Casey in Seattle, Washington. It was originally called the American Messenger Service and changed its name to UPS in 1919.

The company received orders via telephone and then its messengers delivered packages, messages, baggage, and food. They made deliveries on foot or by bicycle. Despite strong competition, UPS became successful thanks to Casey's strict policies of customer courtesy, reliability, round-the-clock service, and low rates.

Those principles guide the company even now. UPS focuses on providing the best service for the lowest prices.



Transcript 2:

The original reason UPS trucks were brown was so they would not look dirty. Now, the color has become so closely linked to the company that its slogan is "What can Brown do for you?"

UPS has diversified its business over the years so it is now much more than a delivery company. UPS Supply Chain Solutions is a subsidiary that handles logistics, freight, financial, and other services to businesses around the world.

The company expanded into the retail business by acquiring Mailboxes Etc and re-branding its 3,000 locations in the U.S. to UPS Stores. The stores operate under a franchise model and provide services such as delivery, notary, mailbox, printing and various other services.

UPS delivers more than 15 million packages a day and it has over 400,000 employees around the world.