

Question 1 Sample P

On shows like “Dinner – Impossible” and “Hell’s Kitchen” audiences see how businesses are transformed from run-down slumps to money-making successful restaurants. There is one very well known United States service that could take a few points from these Food Network hits, the United States Postal Service. In the 21st century the USPS has suffered losses. It is in danger of going out of business if it doesn’t do something soon. As the new age of technology takes over the Postal service revitalization is necessity. The market economy is governed by social Darwinism and if the Postal Service doesn’t adapt, it will surely die.

To save itself the Postal Service needs to modernize. Every American with a computer these days has an e-mail account. The USPS needs to offer e-mail accounts as well. By doing so they get free publicity to customers who will know the USPS better. The email accounts could also bring in revenue, as Daniel Stone points out in Newsweek, by offering ad space to advertisers (doc A). The Postal Service is already on the right track by offering money orders, P.O. boxes and debit card use, it just needs to take advantage of what people want a little more (doc D).

Another way to sell its service is by marketing it differently so that it stands out to people. Many don’t understand or know the logo or slogan of the postal service. The USPS needs to make its mark unforgettable to customers. This way it will stick in citizens minds and they will remember it next time they want to send something. Many businesses also use coupons to market products. The USPS could give out coupons to stimulate a customer interest (doc A).

Some critics may argue that by modernizing that the US is getting rid of its paper history. That the loss of paper documents is bad for everyone (doc F). However, if the USPS does not modernize to meet demand, a piece of US tradition will be lost. If it goes under there will be a even more drastic drop in paper documents. It would be more beneficial and profitable for the USPS to modernize for the good of all citizens.

By changing to keep up with the changing world the USPS will be able to continue being. Though some mail will be lost it will help more than hurt. Modernizing and marketing are the areas the US Postal Service needs to focus on. By doing so Americans for future generations can be part of an american tradition that shaped their country.