

## **A BUSINESS CONCEPTUAL FRAME-WORK FOR ESTABLISHING A COURIER SERVICE IN THE NORTHERN SECTOR OF GHANA**

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### **ABSTRACT**

Courier service is a necessity in the 21<sup>st</sup> century. Well-established courier service has been one of the reliable means of delivering and receiving parcels or messages even in pre-historic times. However, the Northern sector of Ghana does not have any well-established courier service provider partly due to the settlement nature in this part of the country. This paper, therefore, presents a business conceptual frame-work for establishing courier firms in the Northern sector of Ghana. The frame-work outlines various methodologies for setting-up an effective and efficient courier firm with the ability to receive and deliver parcels and packages to individuals within the Northern sector and even beyond. In developing the conceptual frame-work we first conducted a field survey to get data on the various means people use to send and receive parcels/messages in the Northern sector of Ghana and their level of satisfaction. Based on the findings from the field survey, we proposed a good layout methodology for setting up an effective and efficient courier firm. The proposed concepts range from how to start a courier business, factors affecting effective courier service delivering to leveraging on IT solutions or tools for predicting service demands. This paper will serve as a useful material for individuals or group of people who have the intention of establishing a courier service in the Northern sector of Ghana and will also serve as a research reference material to the research community.

**Keywords:** E-business, Courier Service, Companies, Delivery, Conceptual Framework.