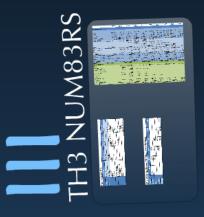
WHIRLPOOL EUROPE







THANKS!

PECCOMENDATIONS

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The Case Solutions.com

WHIRLPOOL EUROPE

ONTEXT

- Whirlpool Corporation joined with Dutch based Phill ps Electronics to form Whirlpool International BV in 1990 (\$407 M, 53%).
- One year later WIBV bought out Phillips stake for full ownership (\$600 M, 47%)
- Many pan European brands created: Whirlpool, Bauknecht, Ignis, Laden, etc.
- 11 Manufacturing Plants (10 Eu, 1 Africa) and 12 Distribution centers
- 6900 SKUs
- 13 standalone information systems
- Customers: Consumers & Contractors
- Matched Market demand 79% of the time

Project Atlantic was intended to reorganize information flow between many European information systems with the installation of an Enterprise Resources Planning (ERP) system.

PROBLEM TO SOLVE

GOALS

- Reduce Days of Sales Inventories (DSI) by 12 Days from 51 to 39
- · Lower Inventory Levels
- · Phased ERP Installation approach to European countries in "Waves"
- · Increase targeted Product Availability from 79% to 92%.
- Increase Gross Profit Margin by 0.25%
- Reduction in headcount
- · Reduction in Warehouse Space due to reduced inventory
- · Reduction of Returned Units
- · Reduction of Bad Debt and IS expenses.

Take Depreciation and



TH3 NUM83RS

Implentation	on Schedule		Wave Central	Wave North		
	Wave West	Wave South	Wave central	Jan-02		
Start Date	May-99	May-00	Mar-01			
	Apr-00	Feb-01	Dec-01	Aug-02		
End Date		Italy	Czech Republic	Denmark		
	Belgium		Hungary	Finland		
	France	Portugal		Ireland		
	Netherlands	Spain	Poland			
	Warehouse Mgt.		Slovakia	Norway		
				Sweden		
	Physical Dist.	+		United Kingdom		

DSI and A	vailability Im	provement	s by Year b	y Wave		
Wave	2000	2001	2002	2003	2004	2005
West	25%	40%	35%			
South	2570	35%	40%	25%		
			40%	40%	20%	
Central				40%	40%	20%
North						

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