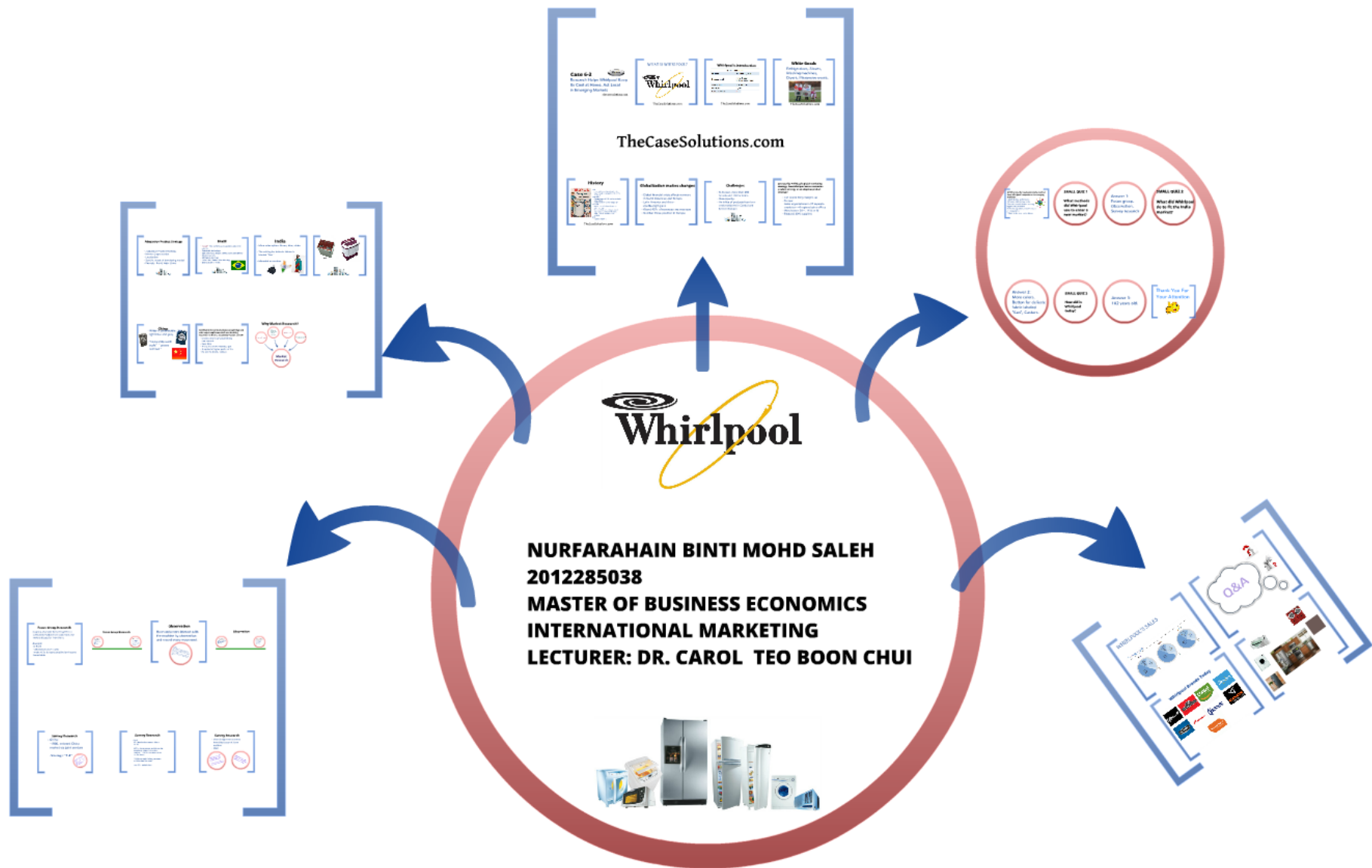


Whirlpool and the Built-in Appliance Industry in India **TheCaseSolutions.com**



Whirlpool and the Built-in Appliance Industry in India

TheCaseSolutions.com



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INTERNATIONAL MARKETING
LECTURER: DR. CAROL TEO BOON CHUI



Case 6-2

Research Helps Whirlpool Keep
Its Cool at Home, Act Local
in Emerging Markets

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WHAT IS WHIRLPOOL?



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Whirlpool's Introduction

Whirlpool Corporation	
Founded	November 11, 1911
Headquartered	Benton Harbor Michigan, United States
Annual revenue	19 billion (2011)
Employees	71,000
Research centers	66



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White Goods

Refrigerators, Stoves,
Washing machines,
Dryers, Microwave ovens.



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History



1911
• Lewis and Emory Upton founded the
Upton Machine Company on November
11, 1911.
1940-1990
• Changed name to Whirlpool to celebrate
one product.
• Established first toll-free service line.
2003-2006
• Announced global green house gas
reduction target.
• Acquired Maytag resulting in aligned
organization enabling Whirlpool to
supply to trade customer more
efficiently.
2011
• 100th anniversary

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Globalization makes changes

- Global financial crisis affect revenues
in North American and Europe
- Latin America and Asia--
double-digit gains
- About 40% of revenues are overseas
- Number three position in Europe

Challenges

- In Europe, more than 200
brands and 170 factories.
- Overcapacity.
- An influx of products from low-
cost producers in Central and
Eastern Europe.



Q1. Describe Whirlpool's global marketing
strategy. Does Whirlpool use an extension
product strategy or an adaption product
strategy?

- Cut cost & bring margins up
- Europe:
Sales organizations in 17 separate
countries-->4 regional sales offices
- Warehouses 30-->16 (5 or 6)
- Reduced 40% suppliers

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