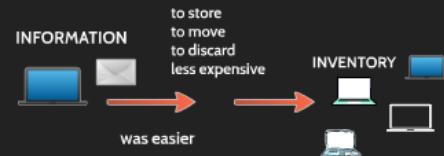
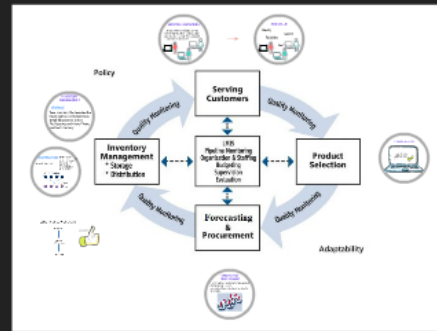


Sales Force



Dell's Logistics



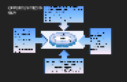
Zero inventory strategy 0

Which is the transformational challenge in DELL?

Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Revenue	10.1	11.1	12.1	13.1	14.1	15.1	16.1	17.1	18.1	19.1	20.1	21.1	22.1	23.1	24.1	25.1	26.1	27.1	28.1	29.1	30.1
Operating Profit	1.0	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	2.0	2.1	2.2	2.3	2.4	2.5	2.6	2.7	2.8	2.9	3.0
Operating Profit Margin	9.9%	9.9%	9.9%	9.9%	9.9%	9.9%	9.9%	9.9%	9.9%	9.9%	9.9%	9.9%	9.9%	9.9%	9.9%	9.9%	9.9%	9.9%	9.9%	9.9%	9.9%



Why DELL needs the SCM?



*Upgrading the Supply Chain Management Strategy at
Sichuan Telecom*

TheCaseSolutions.com

Warehouse and Inventory management in DELL



TheCaseSolutions.com

Golden Rules of Dell



Dell broke all the standards of inventory and warehouse management



“THE ZERO INVENTORY STRATEGY”



TheCaseSolutions.com

“The Zero Inventory Strategy”

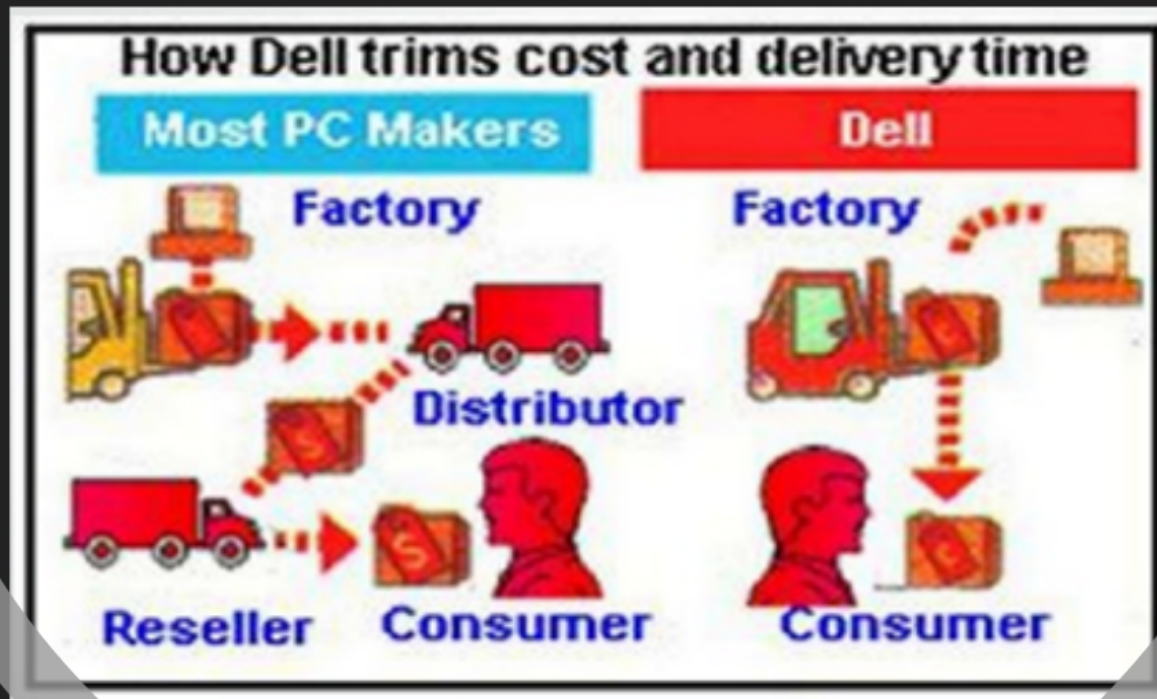
Dell follows the Build-to-Order strategy for selling PC's.

The reason for Dell's success in inventory management is due to the strategy of having low or "Zero Inventory."



TheCaseSolutions.com

Dell built a strong and effective sales force channel for its products



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TheCaseSolutions.com
simplified the supply chain
and made it easier to control



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eliminate intermediate
distributers
TheCaseSolutions.com

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TheCaseSolutions.com
reduced the product price
and made Dell more
competitive

