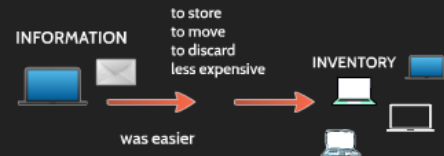
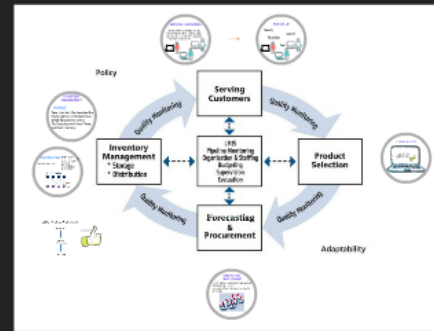


# Sales Force



# Dell's Logistics



Which is the transformational challenge in DELL?



Category	Item	Quantity	Unit Price	Total Price
Hardware	Processor	100	\$100	\$10,000
	RAM	200	\$50	\$10,000
	Hard Drive	100	\$100	\$10,000
	Motherboard	100	\$100	\$10,000
Software	Operating System	100	\$100	\$10,000
	Productivity Suite	100	\$100	\$10,000
	Security Software	100	\$100	\$10,000
	Network Software	100	\$100	\$10,000
Services	IT Support	100	\$100	\$10,000
	Cloud Storage	100	\$100	\$10,000
	Managed Network	100	\$100	\$10,000
	Managed Security	100	\$100	\$10,000



Zero inventory strategy 0



**Parfums Cacharel de L'Oréal 1997-2007: Decoding  
and Revitalizing a Classic Brand**

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# Warehouse and Inventory management in DELL



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# Golden Rules of Dell



Dell broke all the standards of inventory and warehouse management



**“THE ZERO INVENTORY STRATEGY”**



***TheCaseSolutions.com***

# “The Zero Inventory Strategy”

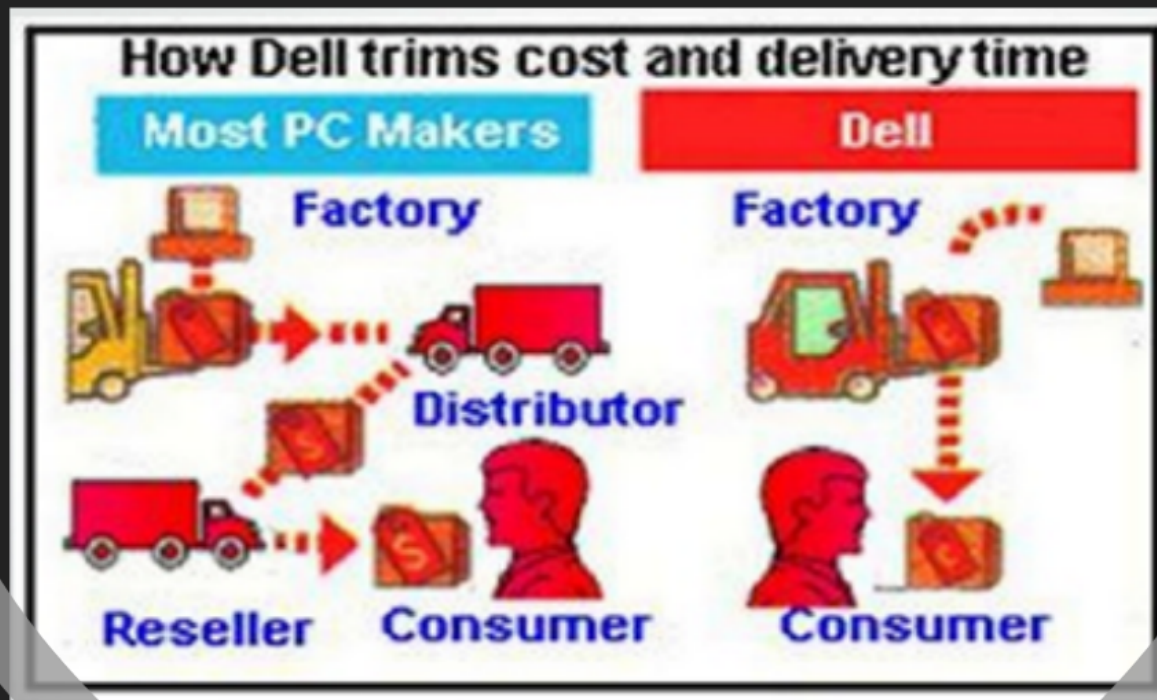
Dell follows the Build-to-Order strategy for selling PC's.

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

