

Whirlpool



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# Whirlpool Europe

*"Every Home...Everywhere... with Pride, Passion and Performance."*

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# Group Members:

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# Whirlpool's Background

- **1989:** *home appliance industry*
- joint venture firm with Philips Electronics, “Whirlpool International BV” (\$470 M, 53% stake)
- **1990:** Dual branding program
- **1991:** WE becomes sole owner of WIBV. (\$600 M, 47%).
- Development of new brands to establish USP:
  - 1) Whirlpool
  - 2) Bauknecht
  - 3) Ignis
  - 4) Laden
- <http://www.whirlpoolcorp.com/brands-we-love/>
- 11 manufacturing plants: production based on sales budgets and forecasts (**Exhibit 1**)
- CENTRAL distribution centers → REGIONAL distribution centers
- 6,900 stock-keeping units (SKU's)- due to unique country requirements