#### **AP NICHOLS**





























## ALIGNING CULTURE AND STRATEGY Harvard Case Solution & Analysis

TheCaseSolutions.com

#### AP NICHOLS



Industrial supply distributor



Headquarter: Chicago



25 Offices in US



Customers: SME



Industry leader in processing effectiveness



High client satisfac.

### **Our Culture**

- Performance driven
- Our Values
  - Autonomy
  - Competence
  - Professionalism
  - Efficiency
  - Pursuit of excellence
  - Continuous improvement

### **Our Goal**



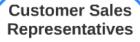
# Strategy



Achieve a high-quality, integrated and aligned business model

# Sales Department







- Highly motivated and goal-oriented 25 agents 70% of total revenues
- · Excellent customer service
- Large and loyal customer base

#### Internal Sales **Agents**

- 80 agents
  30% of total revenue
  Highly efficient processing orders
- Provide reports and data
  ISA network offers a high source or referrals

