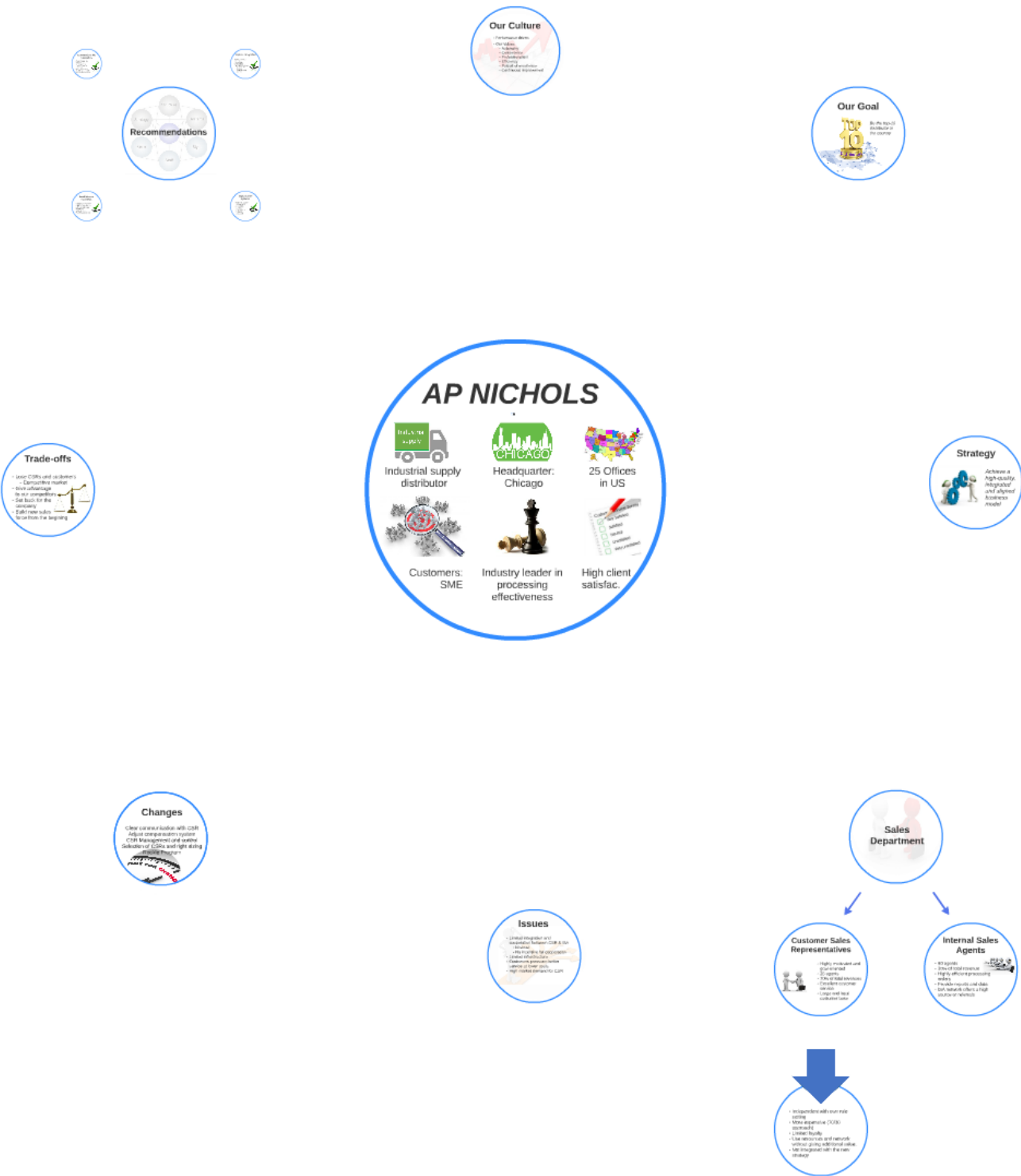


AP NICHOLS



Aligning culture and Strategy at A.P Nichols
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



*Be the top-10
distributor in
the country*

Strategy



*Achieve a
high-quality,
integrated
and aligned
business
model*

A faint, circular background image showing two 3D figures, one white and one red, shaking hands. Both figures are holding briefcases. The scene is set within a light gray circular area.

Sales Department

Sales Department

Customer Sales Representatives



- 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 of referrals