

Whirlpool/Inland Steel Case Analysis

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TheCaseSolutions.com

Company Background

Inland Steel

No Longer Incorporated
Produced Steel
Shoreside Location

Whirlpool Corp

Incorporated in St. Joseph, MI
Produces Consumer Appliances
Focused on Brand Value Creation

Company Partnership Goals

Whirlpool Corp

Reduction of Suppliers

Long-Term Alliance

- Early Involvement
- Daily Redesign Support
- Continuous Improvement

Inland Steel

Customer Relationship
Management

Equipment Upgrade

- Allows for Alignment

Reduction of Costs

- Early Involvement

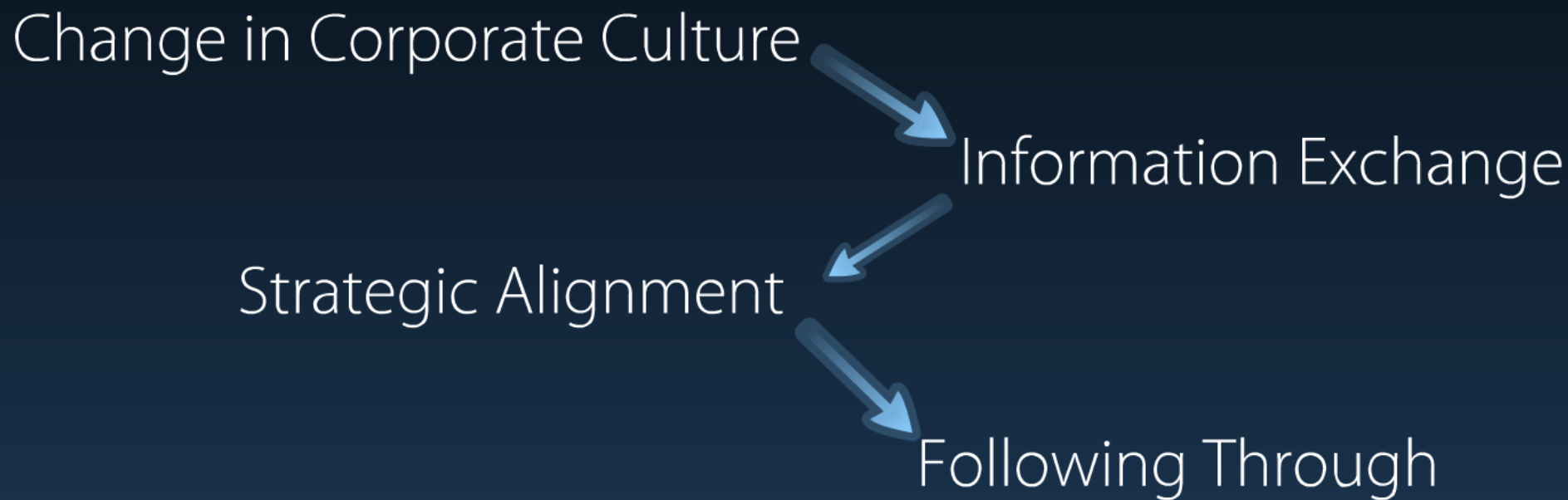
Drawbacks of Alliance

- Significant Capital Investment
- High Degree of Risk
- Loss of Current and Potential Customers

Benefits of Alliance

- Confidence in Supplier
- Cost Reduction
- Maximization of Profitability
- Channel Input Exchange

The Path to Trust



Vis-a-Vis Strategy

- Company Communication
- Cross-Functional Teams
- Cost Cutting Through Optimization

Closing Statement

Enduring Promise  Focus on End User Satisfaction

Long Term Survival and Prosper
For Both Companies