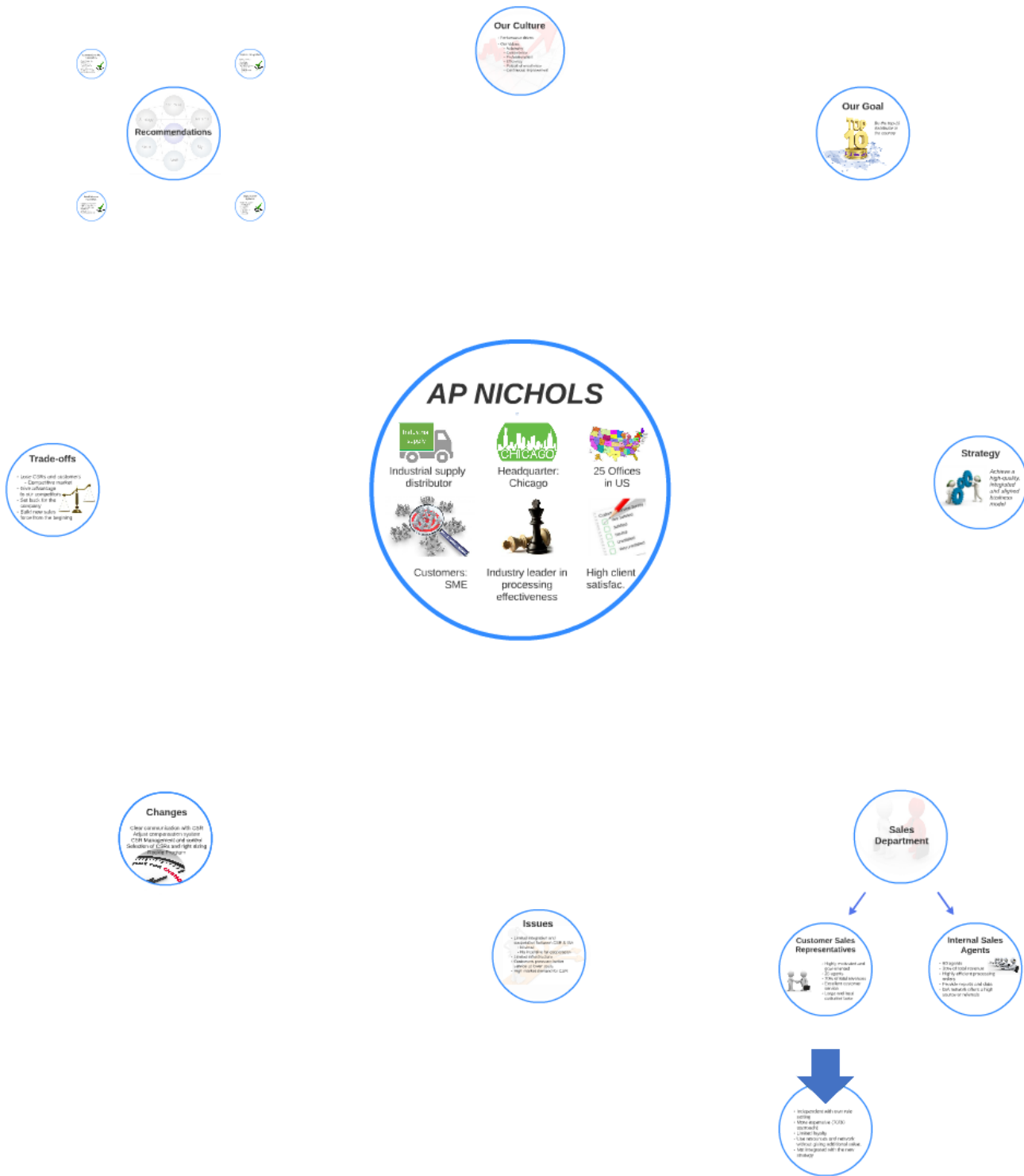


AP NICHOLS



Team 9

Thecasesolution.com

Aligning culture and strategy at AP Nichols

Kareem El Daly
Omar Heiba
Moazzam Khan
Juan La Cruz
Svetlana Spesivtseva
Marén Thomisch

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 graphic for a Sales Department. It features a large blue circle containing a faint background image of two 3D figures, one white and one red, shaking hands. The text "Sales Department" is centered in the circle in a bold, black, sans-serif font.

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

