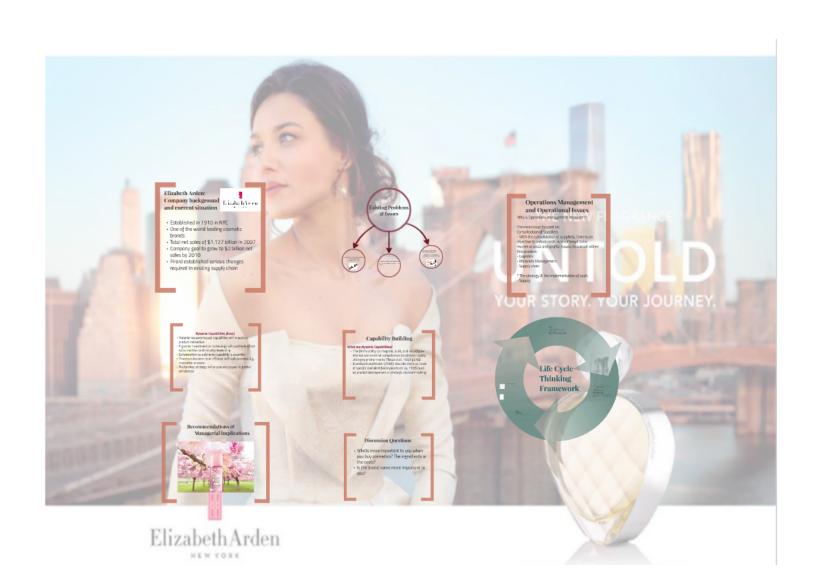


N E W Y O R K
Elizabeth Arden Exceuting Supply Chain Reengineering heteogr

TheCaseSolution.Com





ElizabethArden

N E W Y O R K Elizabeth Arden Executing Supply Chain Reengineering

By Group C

TheCaseSolution.Com



Elizabeth Arden: Company background and current situation



- Established in 1910 in NYC
- One of the world leading cosmetic brands
- Total net sales of \$1.127 billion in 2007
- Company goal to grow to \$2 billion net sales by 2010
- Pirard established serious changes required in existing supply chain







