

● “Progettazione dei Sistemi Produttivi e Logistici”



Network Europeo: caso aziendale

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The miracles of science™



Centro
di Ricerca
sulla Logistica

● SUBJECT & CONTENT

- Problem Definition
- Actual Network
- Evolution
- Improvement & Efficiency



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DuPont - Company at a Glance

DuPont puts **science to work** by creating sustainable solutions essential to a better, safer, healthier life for people everywhere. Operating in more than 70 countries, DuPont offers a wide range of innovative products and services for markets including agriculture, nutrition, electronics, communications, safety and protection, home and construction, transportation and apparel.

In 1802, DuPont was primarily an explosives company. One hundred years ago, our focus turned to chemicals, materials and energy. Today, we deliver science-based solutions that make real differences in people's lives around the world in areas such as food and nutrition, health care, apparel, safety and security, construction, electronics and transportation. Look closely at the things around your home and workplace, and chances are, you'll find dozens of items made with DuPont materials.

What has this commitment allowed us to accomplish? Take a look:

2007 revenues: \$29.6 billion

Employees: 60,000 worldwide

Global: Operating in more than 70 countries worldwide

R&D: More than 40 research and development and customer service labs in the United States, and more than 35 labs in 11 other countries.

Fortune 500: 66th largest U.S. industrial/service corporation.

Brands: Includes the DuPont Oval and DuPont™ (The "DuPont Brand Trademarks"); [Pioneer®](#) brand seeds, [Teflon®](#) fluoropolymers, films, fabric protectors, fibers, and dispersions; [Corian®](#) solid surfaces; [Kevlar®](#) high strength material, and [Tyvek®](#) protective material.

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ABOUT PIONEER

Pioneer Hi-Bred International, Inc., a [DuPont](#) company, is the world's leading developer and supplier of advanced plant genetics to farmers worldwide. With headquarters in Des Moines, Iowa, Pioneer develops, produces and markets a full line of top-quality seeds and forage and grain additives and provides services to customers in nearly 70 countries.



Pioneer Hi-Bred International, Inc.
Resource Connection
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Product Overview:
Take a brief look at our various product lines: alfalfa, canola, corn, sorghum, sunflower, soybean, wheat, and forage and grain additives.

Seed Products and Traits by Region:
Pioneer offers dozens - sometimes hundreds - of varieties and hybrids for each product line. Each one is designed for particular agronomic and growing conditions. Learn about the specific products available in your Postal Code.



Yield Contest Results:
Growers planting Pioneer® brand corn hybrids won 23 of 27 categories on the national level in the 2005 National Corn Growers Association (NCGA) Corn Yield Contest. Growers planting Pioneer® brand sorghum hybrids won 12 of the 15 national categories in the 2005 National Sorghum Producers' (NSP) Yield and Management Contest.

Crop Protection Products:
DuPont offers a broad range of crop protection products for a broad range of products.

Related Product Information:
These articles help explain how the traits and technologies incorporated into Pioneer seed add value to farming operations.




Programs and Services:
In addition to superb seed and crop protection products, Pioneer and Pioneer sales professionals offer a variety of agronomic, financial, marketing, and insurance services.

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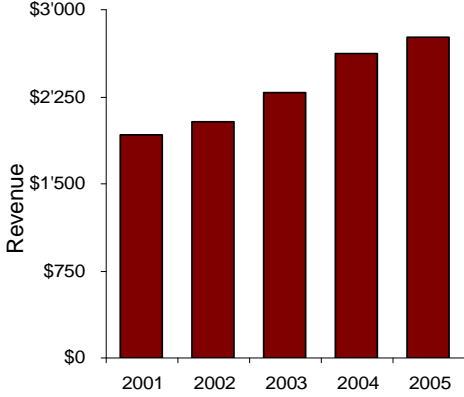


● FOUR YEARS OF GROWTH – PIONEER 2001-2005

● Revenue growth of 10 percent compounded annually




Revenue
(\$Millions)



| Year | Revenue (\$Millions) |
|------|----------------------|
| 2001 | ~1800 |
| 2002 | ~2000 |
| 2003 | ~2250 |
| 2004 | ~2500 |
| 2005 | ~2800 |

■ Revenue

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● PRODUCT CLASSIFICATION

● Product Feature

- HIGH VALUE PRODUCT
- TOP QUALITY
- REQUESTED TRACKING AT LOT LEVEL
- 6 PRODUCT FAMILY
- 100 PRODUCT FOR FAMILY
- PRODUCT IN BAG
- MULTIPLE FORMAT FOR PRODUCT (KG, karnel,)
- HEAVY PRODUCT > 340KG/mq
- BAG from 10KG to 35KG
- HIGH END CUSTOMIZATION (adding chemical features)

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● THE SUPPLY CHAIN

● DEMAND

- HIGH SEASONALITY IN DEMAND (1 cycle year)
- DEMAND AFFECTED by WHETHER CONDITION
- CUSTOMER from 50 to 1000 for country (from Grower to Big Coops)
- WE PROVIDE MOST IMPORTANT VALUE FOR OUR CUSTOMER (SEED)

● SUPPLY

- HIGH SEASONALITY IN PRODUCTION (1 cycle year)
- PRODUCTION AFFECTED by WHETHER CONDITION (Risk & Accuracy)
- MANY LOCATION

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• SERVICE

SERVICE

- ORDER TO STOCK
- ORDER-DELIVERY CYCLE TIME – 100% order lines delivered soon (2-4 days)
- DELIVERY FREQUENCY – 1-3 Times during the season (season is planting time)
- DELIVERY PUNCTUALITY – 100% deliveries before season starts
- DELIVERY COMPLETENESS – High Important
- OUT OF STOCK – NEVER!

COMPETITIVE ENVIRONMENT

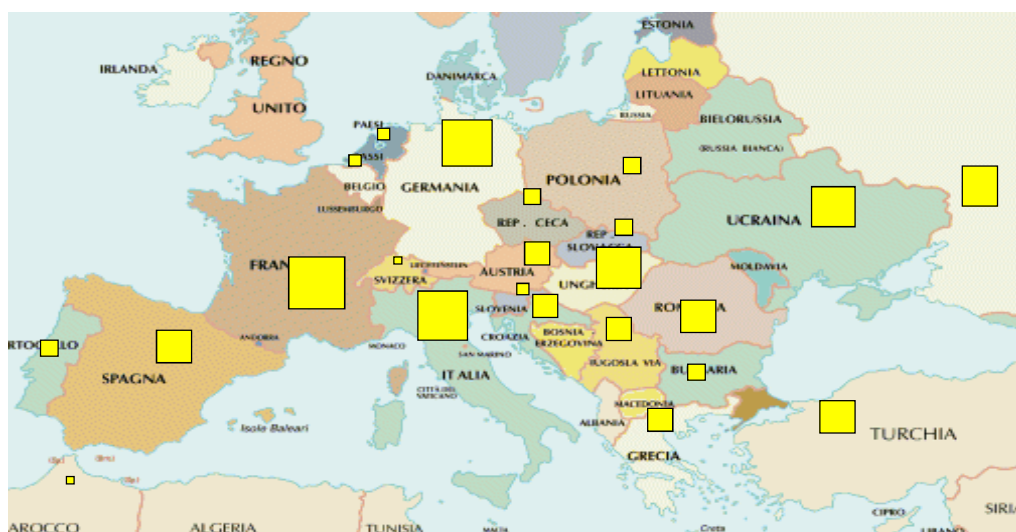
- MARKET LEADER
- 3 INTERNATIONAL COMPETITORS (1 AGGRESSIVE) + LOCAL COMPETITORS

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• DEMAND SCENARIO IN EQUIVALENT UNITS

Demand

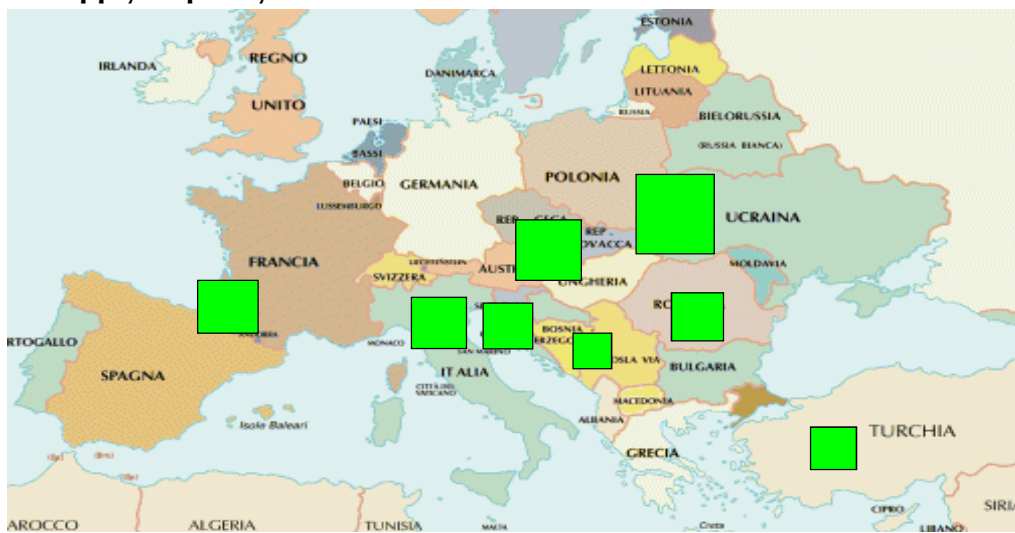


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SUPPLY: PLANT + IMPORT OPTION FROM US

Supply Capacity

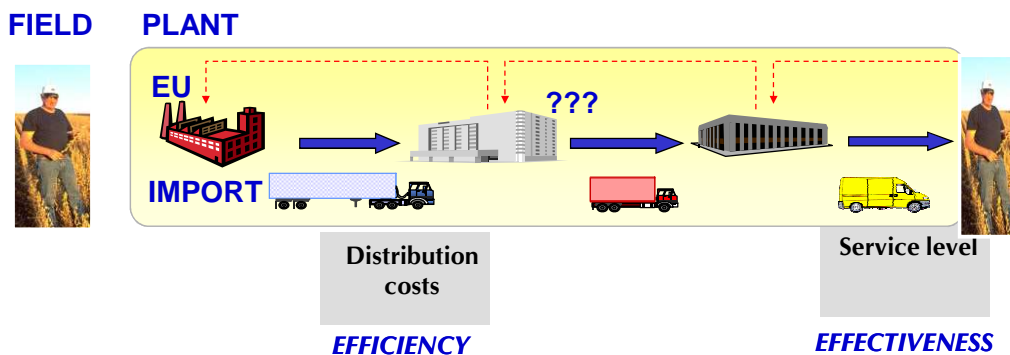


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PROBLEM DEFINITION

- Objective : minimize overall cost & production risk assuring 100% of service
- The channel schema:



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