



LL BEAN

LL Bean is a privately held retail giant founded in 1912 by Leon Leonwood Bean. The company's headquarters are in Freeport, Maine. When it was founded, it specialized in one product, the Maine Hunting Shoe known as duck boots (Bean Boot). In 1912, he started selling the Bean Boot through a mail order catalog. As the business grew, it added other clothing and outdoor recreation equipment. LL Bean is now a global company, with its manufacturing still in Maine. However, the company has retail stores on the east coast. Most of the company's sales are generated for its famous catalogue.

Today in Freeport, Maine, LL Bean is an entire campus. The signature business philosophy is the time-honored money-back guarantee, and the no locks on the doors. LL Bean is open 24/7 every day of the year. The company has stayed in the family and now Shawn Gorman, the great-grandson of Leon Leonwood Bean, is now chairman of the board.

What makes LL Bean great is its synchronization. This synchronization gives the company the ability to change and adapt quickly. Sound leadership and financial decisions have made the company solvent with the ability to have adsorption and agility. It is not the same retailer as it was 100 years ago. The company revamped its inventory with a multi-channel approach, developed a keen understanding of product life-cycles and improved their forecasting. From manufacturing to shipping, the stream-line processes and organizational details the company has developed into one of the best organizations utilizing synchronization.

In every department, training is paramount; cross-training is given so that every employee understands the internal and external customers. The company is known as having one of the best customer service records.

Pick a company you know of that has great synchronization. And in 500 words, write they do.