

v. Abstract

In response to an increasing amount of deficiencies in the corporate order and distribution system of marketing materials and a general dissatisfaction on their behalves expressed by Porsche managers worldwide this study set forth a process analysis and proved an IT-system to be the most viable solution for the problems.

The primary purpose was to review the process structure in order to emphasise its complexity as well as to identify implied deficiencies. When invited to comment on the reasons for their discontent, respondents generally indicated that the system falls short of service tailored to the individual needs of the various parties involved. The deficiencies detected in the complex system were found to be distinguishable with regard to their nature into order problems, administration problems, and distribution problems. The analysis furthermore investigated that their causes mainly lie in the poor design as well as in the limitedness of the processes. Concerning the implications, the study found that the prime impact of the problems is on time and cost efficiency.

The second purpose of the study was to present solutions for the problems detected. The study hereby focused on the examination of five different solutions and their potential; it concluded that IT-based solutions are more effective and could contribute to a 95% reduction of the system's susceptibility to failure, thus improving its overall efficiency. The study closed with the recommendation of an integrative approach concerning IT, logistics and distribution and indicated further steps to be taken.