

Envirotruck scenario:

Envirotruck is a company that produces energy efficient all-wheel drive and 4 wheel drive trucks (twice that of their competition) with ample clearance for construction and rough terrain applications in the U.S. and Canada. They have been in business for two years with much success delivering to their customers via rail. The trucks are priced competitively with other all-terrain vehicles and are promoted primarily via the Internet. They now have a roster of 100,000 clients thanks to some major industrial clients. The problem that the CEO sees looking towards the future, is that each department seems to be operating as a distinct entity rather than cooperatively. A customer complains on LinkedIn that they are thinking of trying the competition as they don't believe Envirotruck values their business.