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supplies needs to
understand its rising costs
and determine how to
return to profitability.
The case explores the
option of customer
segmentation.

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CASE BACKGROUND

Dakota Office Products
(DOP) is a
merchandising company
managed by John
Malone, the General
Manager. DOP is a
regional distributor of
office supplies to
institutions and

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commercial businesses.

The company had introduced the Electronic Data Interchange (EDI) in year 1999 and a new Internet site in 2000.

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Guide

DAKOTA OFFICE
PRODUCTS 2 1. Why
was Dakota ' s existing
pricing system

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inadequate for its current
operating environment?

DOP is using a pricing system based on percentages which is inaccurate for the kind of activities performed in its business. The company does not have a method to assign overhead costs to different activities and to accumulate the cost associated with them.

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Case Solution Top

management Dakota,
distributor of products

for the office, is

concerned first loss in the
history of the company.

Explores the role of
activity-based costing

and evaluation of

customer profitability in

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the distribution
company.

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Example | Gradateway
Dakota Office Products
Case 1. Why was
Dakotas existing pricing
system inadequate for its
current operating
environment? Some
problems with the
current operating

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environment include:

Profits only when clients placed large orders for cartons
Real drop of profit when many clients place small orders
Wrong cost determination for individual customers
Wrong cost determination for new services ...

Case Study Dakota
Office Products -

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DAKOTA OFFICE PRODUCTS...

DAKOTA OFFICE PRODUCTS CASE BACKGROUND

Dakota Office Products (DOP) is a merchandising company managed by John Malone, the General Manager. DOP is a regional distributor of office supplies to institutions and

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commercial businesses.

The company had introduced the Electronic Data Interchange (EDI) in year 1999 and a new Internet site in 2000.

Dakota Office Products Case ... - Harvard Case Studies

The senior management team of Dakota, an office products distributor, is concerned about the

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company's first loss in history. Explores the role for activity based costing and customer profitability measurement in a distribution company. Dakota's customers are increasingly demanding more specialized services, such as desktop delivery.

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It is evident in the Dakota Office Products case that there is a wide variety of product created by Dakota that is shipped to their customers. That, paired with the fact that there are high overhead costs related to the desktop delivery option, also tells the reader that an incorrect accounting system is currently being used.

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The senior management team of Dakota, an office products distributor, is concerned about the company's first loss in history. Explores the role for activity based costing and customer profitability measurement in a

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distribution company.

Dakota's customers are increasingly demanding more specialized services, such as desktop delivery. Also, whereas some customers have switched to electronic ...

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Recommendations Need
for ABC? 3 room-mates:
Ram, Shyam and
Ghanshyam Old way of
splitting costs- Equal
division New way- ABC
based costing Difference

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3. The processing of manual orders & the cost of entering items manually

Recommendation:
Increase the pricing on Customer B to

The Solution of Dakota Office Products Case Study | Casesol
Dakota Office Products Case Study ID4373744
Background NAME:

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MEIXIA GAO Dakota Office Product (DOP) is a reputational merchandiser that is expertized in regionally distributing stationary supplies ranging from traditional office supplies to specialty copy paper.

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Analysis of ...

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Background NAME:

MEIXIA GAO Dakota Office Product (DOP) is a reputational merchandiser that is expertized in regionally distributing stationary supplies ranging from traditional office supplies to specialty copy paper.

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Dakota, Office Products
Business Case Abstract .

The upper management group of Dakota, an office products supplier, is worried about the firm's novel hurt since it began operations. Looks into the part of activity-based costing and customer profitability estimation in a supplier firm.

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office products are selling products like pen, pencils and markets. The company uses the traditional method of costing for

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Study Answers
approach would be much more appropriate for the DOP ' s business as it will calculate costs of products and services based on the activities involved and resources absorbed.

Dakota Office Supplies
by Prerna Pal on Prezi
Dakota Office Products
Case Essay Dakota Office
Products (A) Dakota

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Office Products Company priced its products to the customers by marking up the purchased product cost by about 15% to cover the cost of warehousing, distribution, and freight, and adding another markup to cover the approximate cost for general and selling expenses, and profit.

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(Accounting) | Profit ...

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pricing system

inadequate for its current
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profits only when clients
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Analysis In most courses
studied at Harvard
Business schools,
students are provided
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whole industry, a whole organization or some part of organization; profitable or non-profitable organizations.

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