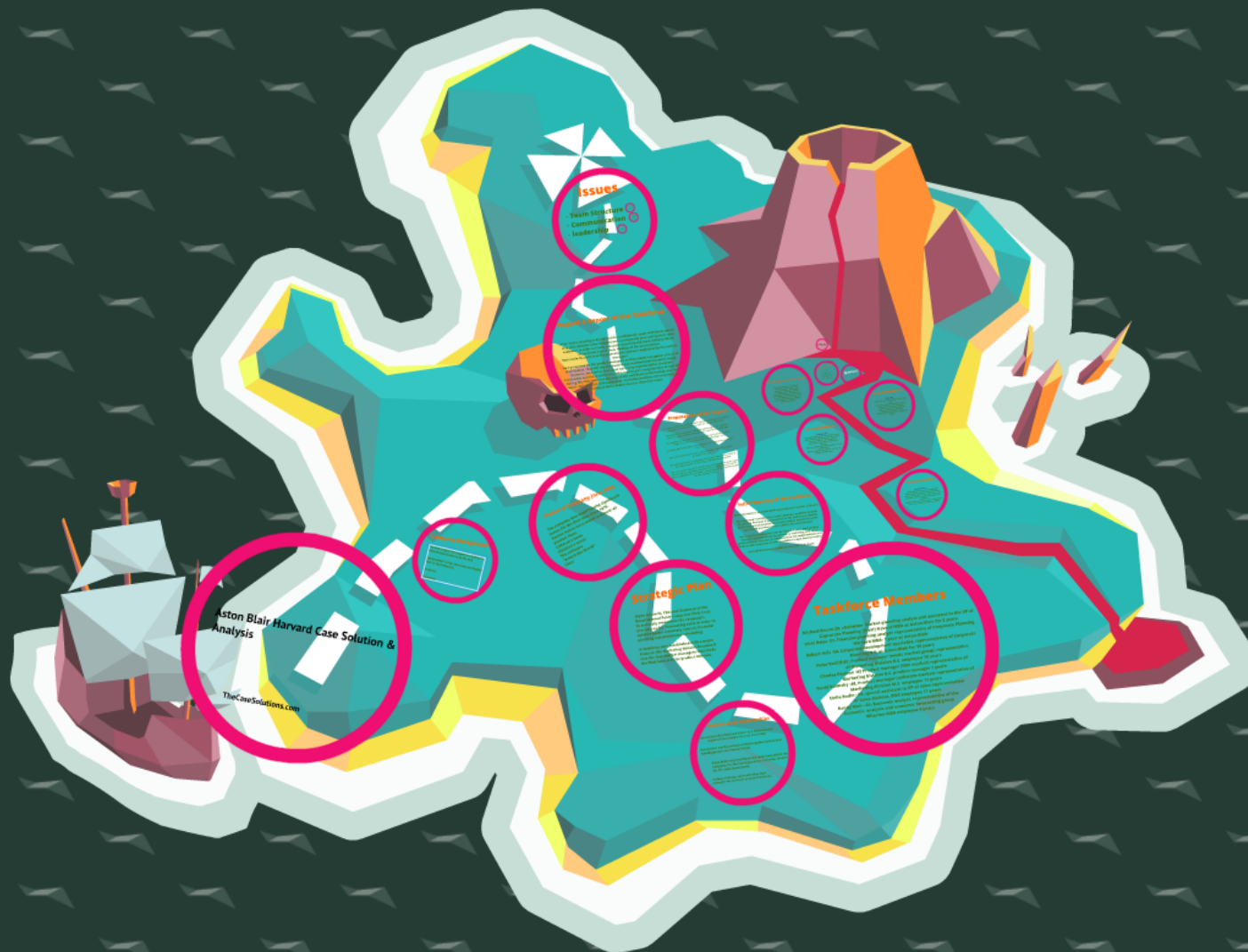




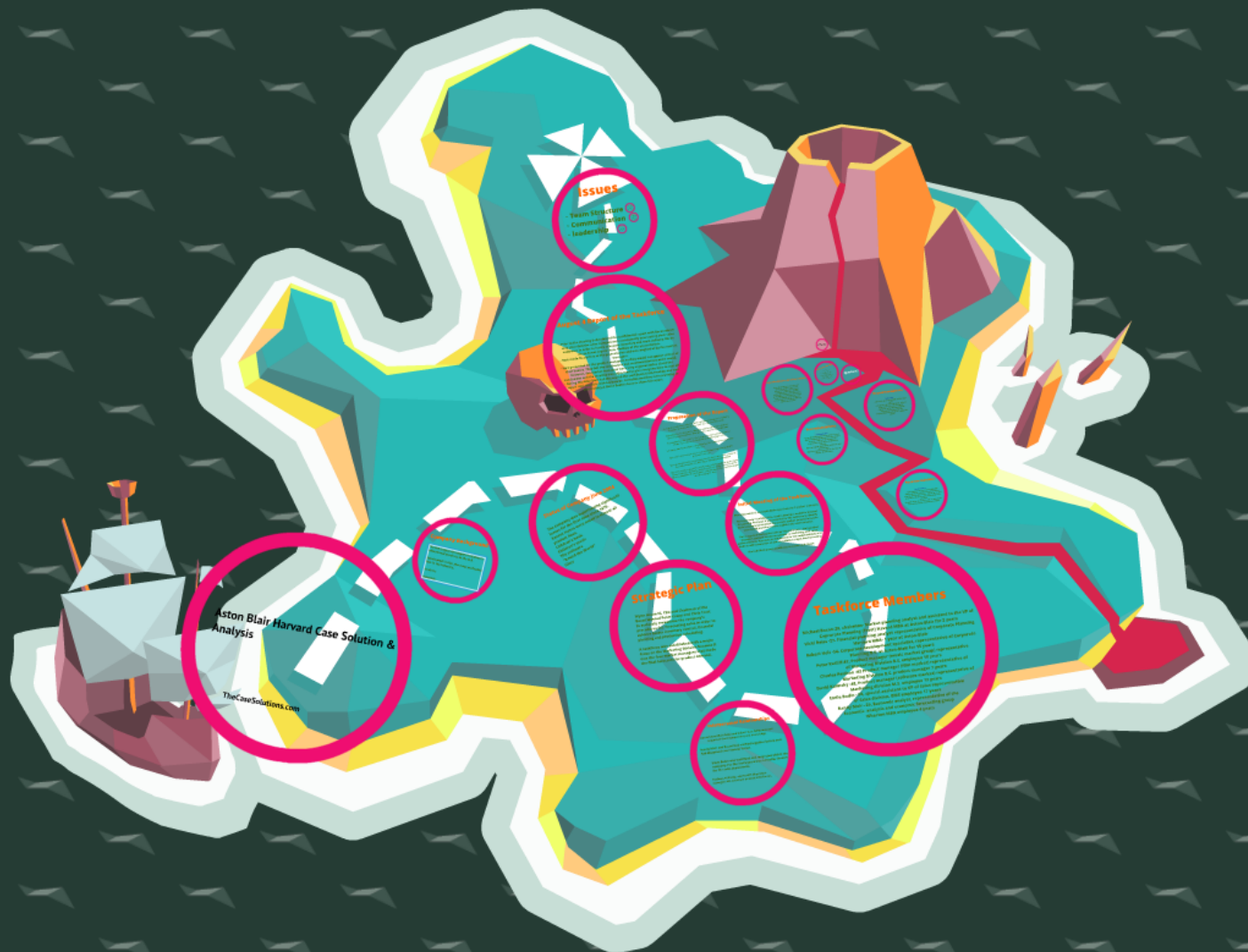
Aston Blair Harvard Case Solution & Analysis

TheCaseSolutions.com

Quadrupled in size, the most
firm in the industry.

Products

Materials



Company Background

The 3rd largest developer of children's educational products in the U.S.

Quadrupled in size ,the most profitable firm in the industry.

Products

Materials

Status of Company June 2004

The company was experiencing significant losses for the first time since 1975. Recent losses were noted in almost all product lines.

Children's book

Children's music

The software

"Round the World"

Films

Strategic Plan

Wynn Aston III, CEO and Chairman of the Board wanted Peter Casey and Chris Trott to seriously reexamine the company's procedures for forecasting sales in order to achieve better inventory control, financial planning and production scheduling.

A taskforce was established with a major focus on the Marketing Division because it was the four market managers that made the final forecasts for product demand.

Taskforce Members

Michael Bacon-28, chairman- Market planning analyst and assistant to the VP of Corporate Planning (Trott) Harvard MBA at Aston-Blair for 2 years

Vicki Reiss -27- Financial planning analyst representative of Corporate Planning Harvard MBA- 1 year at Aston-Blair

Robert Holt -54- Corporate development specialist, representative of Corporate Planning B.S. at Aston-Blair for 15 years

Peter Ratliff-47, Product manager (music market group) representative of Marketing Division B.S. employee 10 years

Charles Paulson -43 Product manager (film market) representative of Marketing Division B.S. product manager 7 years

David Kolinsky -48, Product manager (software market) representative of Marketing division M.S. employee 13 years

Emile Bodin - 58, special assistant to VP of Sales representative of Sales division, BMS employee 17 years

Randy Meir - 29, Economic analyst, representative of the Economic analysis and economic forecasting group Wharton MBA employee 4 years

Interpersonal Relationships

Bacon knew Vicki Reiss and Robert Holt fairly well and respected their competency and knowledge.

Randy Meir and Bacon had worked together before and had disagreed over several issues.

Emile Bodin was well liked and respected within the company. For the last 5 years was a trouble shooter for the sales department.

Paulson, Kolinsky, and Ratliff all product managers did not know or work with Bacon.