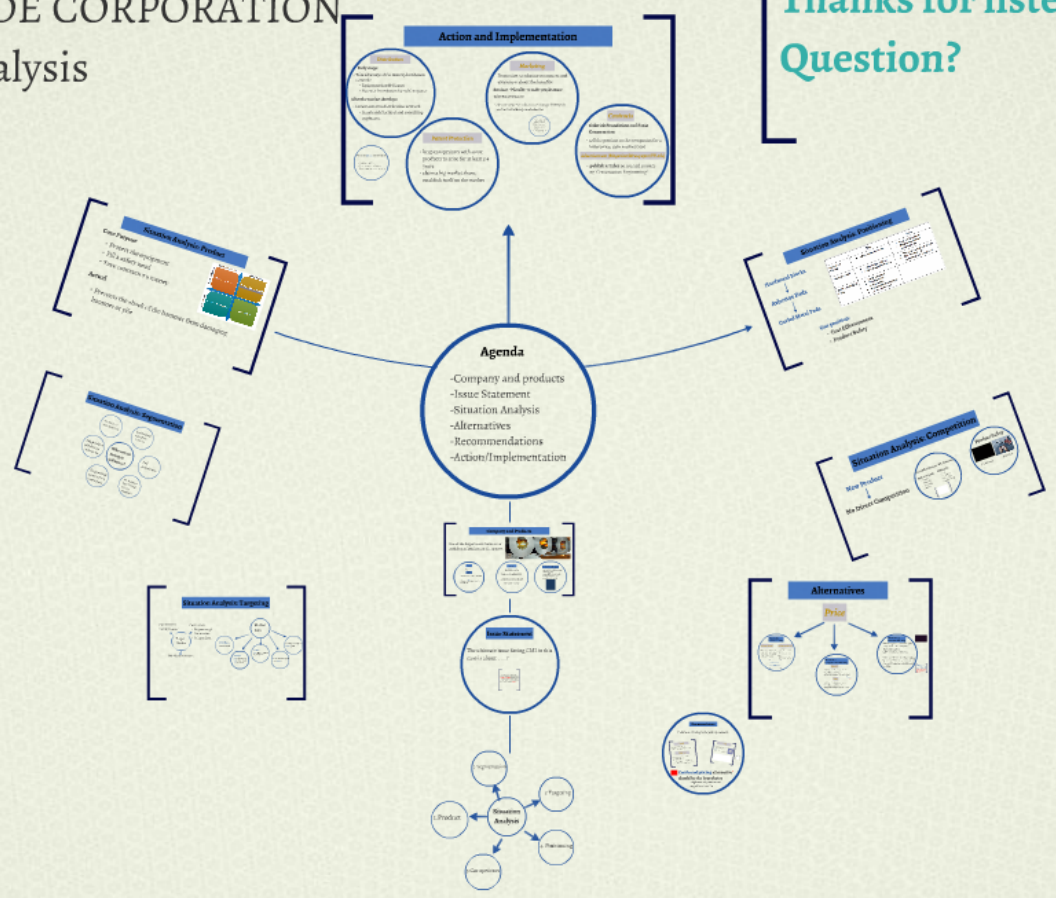


CUMBERLAND WORLDWIDE CORPORATION
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Thanks for listening
Question?

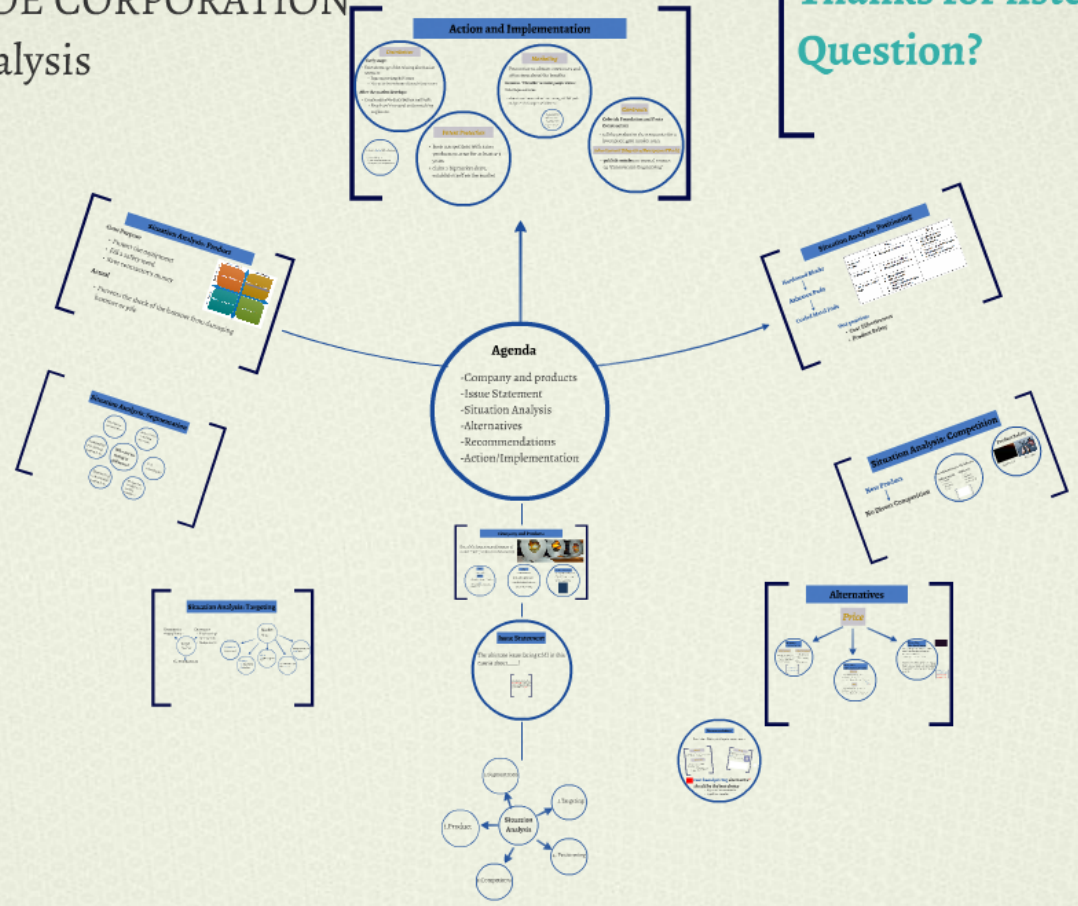


Group members:
Betty Liu,
Shawna Shao,
Sue Zhao

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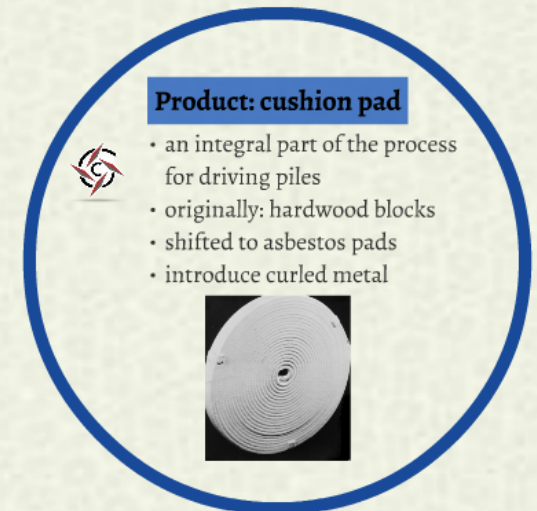
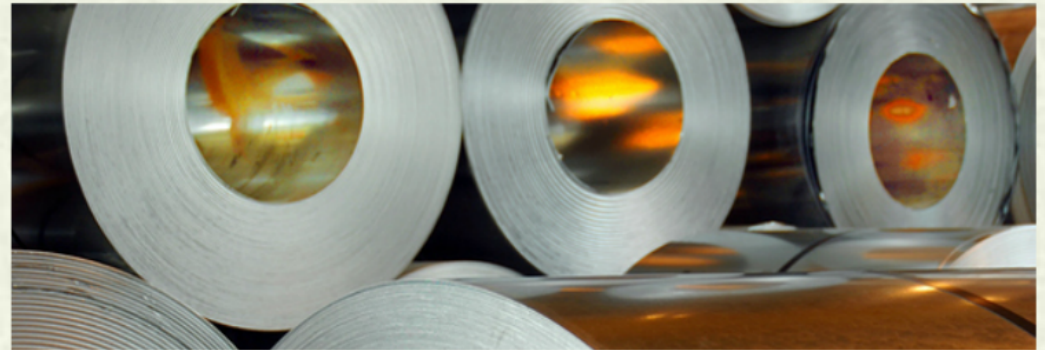
Sue Zhao

Agenda

- Company and products
- Issue Statement
- Situation Analysis
- Alternatives
- Recommendations
- Action/Implementation

Company and Products

One of the largest manufacturers of curled metal products in the country.



1963



\$250,000 sales

evolution

selling the metal as finished product



**selling products that use metal as
raw material**

1970s



over \$18,500,000 sales

large and rapid growth

EGR sold under slip-seal trademark

80% of the market

Product: cushion pad



- an integral part of the process for driving piles
- originally: hardwood blocks
- shifted to asbestos pads
- introduce curled metal

