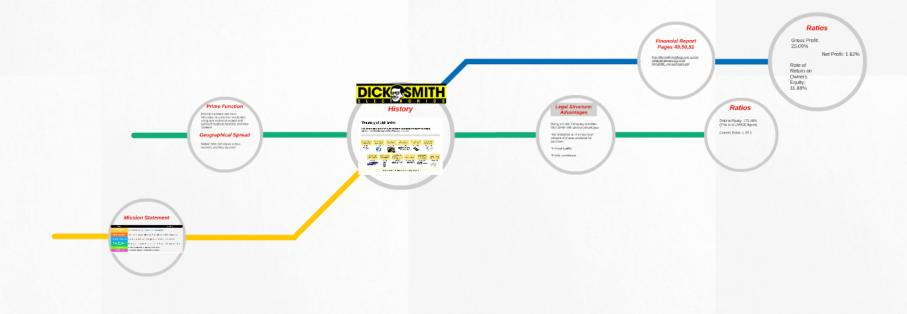
DICK SMITH HOLDING Harvard Case Solution & Analysis



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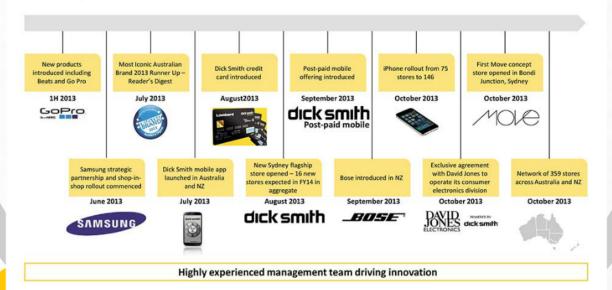
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History

The story of Dick Smith

Significant transformation of the business through a comprehensive program of strategic, customer, operational and cultural transformation initiatives



Mission Statement

| Value | One Liner |
|--------------------------------|---|
| Work Hard, Enjoy the Ride | We make the most of every moment and have fun along the way. |
| Do the Right Thing | We live by our values and walk our talk. We care and work respectfully with each other. |
| Be Ahead of the Curve | We want to be the very best. We think globally, our business is built on innovation. |
| A Shared Passionate Purpose | We are united in our passion for customers and hunger for success. Our team spirit is strong. |
| Learn & Grow | We are lifelong learners. It's a privilege to build a career. |
| Lead with Vision | We lead with conviction. We are inspired by our future. |

Prime Function

Provide the latest and most innovative in consumer electronics along side technical support and advice throughout Australia and New Zealand

Geographical Spread

Global: With 390 stores across Australia and New Zealand

Legal Structure: Advantages

Being a Public Company provides Dick Smith with several advantages.

*No limitations on the maximum amount of shares available for purchase

*Limited liability

*Public confidence

Financial Report Pages 49,50,51

http://dicksmithholdings.com.au/wpcontent/uploads/2014/09/ DKS0006_AnnualReport.pdf

Ratios

Gross Profit: 25.09%

Net Profit: 1.62%

Rate of Return on Owners Equity: 11.88%