

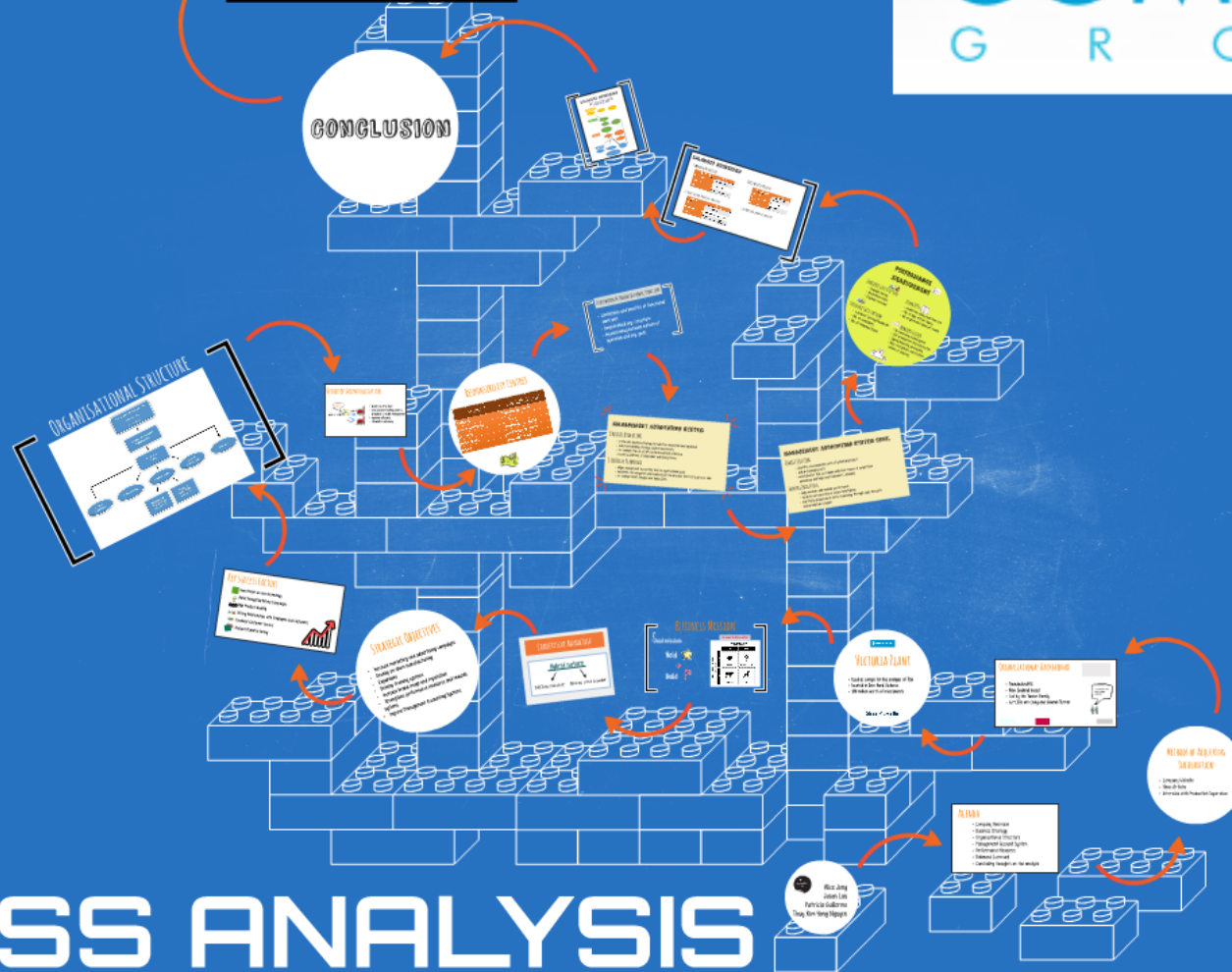
# BUSINESS ANALYSIS PRESENTATION

THE COMFORT GROUP - VICTORIA PLANT

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# AGENDA

- Company Overview
- Business Strategy
- Organisational Structure
- Management Account System
- Performance Measures
- Balanced Scorecard
- Concluding thoughts on the analysis



# METHODS OF ACQUIRING INFORMATION

- Company Website
- News Articles
- Interview with Production Supervisor

# ORGANISATIONAL BACKGROUND



- Founded in 1935
- New Zealand based
- Led by the Turner Family
- Co-CEOs are Craig and Graeme Turner



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# VICTORIA PLANT


- Used as sample for the analysis of TCG
- located in Deer Park Victoria
- \$40 million worth of investments

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# BUSINESS MISSION

Dual mission:

Hold   
+  
Build 

**THE GROWTH SHARE MATRIX**

		Relative Market Share (Cash generation)	
		High	Low
Relative Market Growth Rate (Cash usage)	High	 Stars	 Question Marks
	Low	 Cash Cows	 Dogs

