

## Case Study

<b>Issue:</b>	<b>Poor pricing decisions</b>
<b>Industry:</b>	Metal Manufacturing
<b>Challenge:</b>	Severe competitor pressure from overseas products allied with a large product range where there was uncertainty/mistrust about the profitability of products lines/groups
<b>Approach:</b>	Developed an overhead allocation model built along Activity Based Cost Management (ABCM) lines
<b>Outcomes:</b>	<ul style="list-style-type: none"><li>✓ Development of a product cost model for pricing decisions</li><li>✓ Elimination of cost subsidisation</li><li>✓ Identification of process improvement opportunities</li></ul>

To learn more about how you can leverage from Moorestone knowledge and experience to address your financial/accounting issues contact - John Corrigan (Managing director) at [jcorrigan@moorestone.com.au](mailto:jcorrigan@moorestone.com.au)