

Case Study

Issue:	Customer and product profitability
Industry:	Fast moving consumer goods
Challenge:	Severe competitor pressure allied with continual ongoing unprofitable operations
Approach:	Redesigned standard costing system and a implemented customer profitability model
Outcomes:	<ul style="list-style-type: none">✓ Identified unprofitable customer groups and channels✓ Strategic realignment of the business✓ Substantial increase in ongoing profitability

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