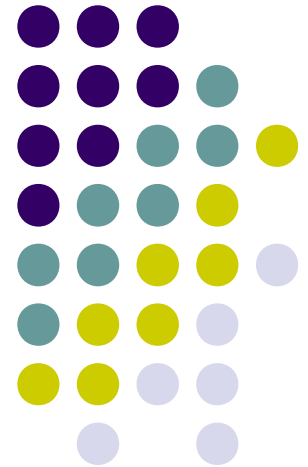
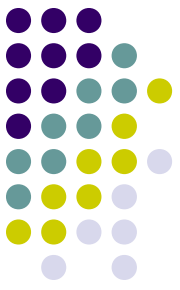


SUPREMA CARS CO.





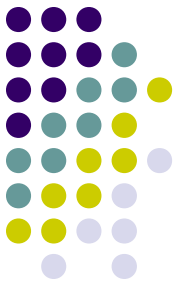
At the meeting

- Jack Dexter – Suprema Cars' CEO
- Jim Morris – Management consultant (Management Consulting Group)
- Due to the difficult situation, in which Jack's company's in, he hired a management consultant (Jim). Jim came up with seven solutions and e-mailed them to Jack. A few days later Jack invited Jim to meet him in person at the Suprema Cars' headquarters...



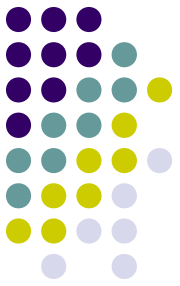


At the press conference

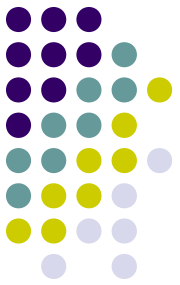


- Jill Gallagher – Suprema Cars' PR person
- Anita Taylor – Suprema Cars' Finance Director
- Jack Dexter – Suprema Cars' CEO

About the company (Gallagher)

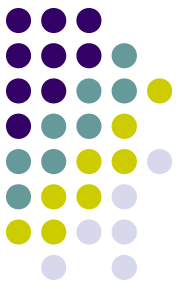


- a manufacturer of a classic English sports car
- slogan: “Our cars are for people who want something different”
- have been around for over 50 years
- production: 500 cars a year
- 300 employees



The problems (Taylor)

- losing sales and market shares; making loss
- resistance of labor force; the factory workers have demanded higher wages and better working conditions
- an increase in the number of Suprema cars that have broken down



The solutions (Dexter)

- automatization & modernization of production
- a production increase (from 300 to 4,000 cars a year) & outsourcing (subcontracting of some of the manufacture of the components to a low cost foreign manufacturer)
- expansion on the US market (after getting additional finance from an outside source and carrying out study of the US market)

Thank you for your attention!

