

Assurance of learning exercises

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Implemented plans to Inhaled and accelerate the turnaround of the Mix business in Europe. Their plans focused on enhancing the brand by improving product appeal. In order to do this the company made key appointments to the Mix Europe Holdings management team. Along with appointing a new interim CEO, they appointed John Moore as consulting Vice President. Mr. Moore came with an extensive background. Mr. Moore was an Important factor with Firebombed & Bitch's Hollister Co. Line and Modern

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Amusement for Moslem Inc. LIZ Collarbone Inc. Believed that the turnaround process was at a critical juncture and the enhancements, structural changes and new leadership were necessary to reinvigorate the brand and improve performance (Bloomberg. Com). Liz Collarbone Inc. Hired Thomas Grate in 2009 as their permanent CEO for the Mix chain. Grate headed up a plan to improve the chain by changing the business modes so that one manager would oversee all aspects of a product segment, including design, production, product management, and merchandise management. He called this " one-hand responsibility.

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Then there was an urgent need to have a new corporate brand identity focused on the core markets in Germany and the Benelux countries. He implemented sales productivity improvement by accenting a " consumer need-based merchandise planning approach" and placing an emphasis on e-commerce (Reuters. Com). Grate continued to focus on the right products for the targeted group, not making the Mix line too much Like casual American

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sportswear or too city oriented. Grate resigned as CEO In 2012. Shortly after this LIZ Collarbone Inc. Sold Mix to The Gores Group which has also implemented many changing in leadership.

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I think that you need to do whatever is necessary to keep the business thriving. In this case the leaders are very informed and knowledgeable in their industry. The execution has at least stopped the Mix line from its downward spiral. The losses today are less than those predicted by Wall Street. The management brought the Mix line out of the gutter and made it possible for LIZ Collarbone Inc. To sell a majority stake to relieve some of the worries of the struggling chain.