

42452 Complexity Management

Garden A/S Product Portfolio

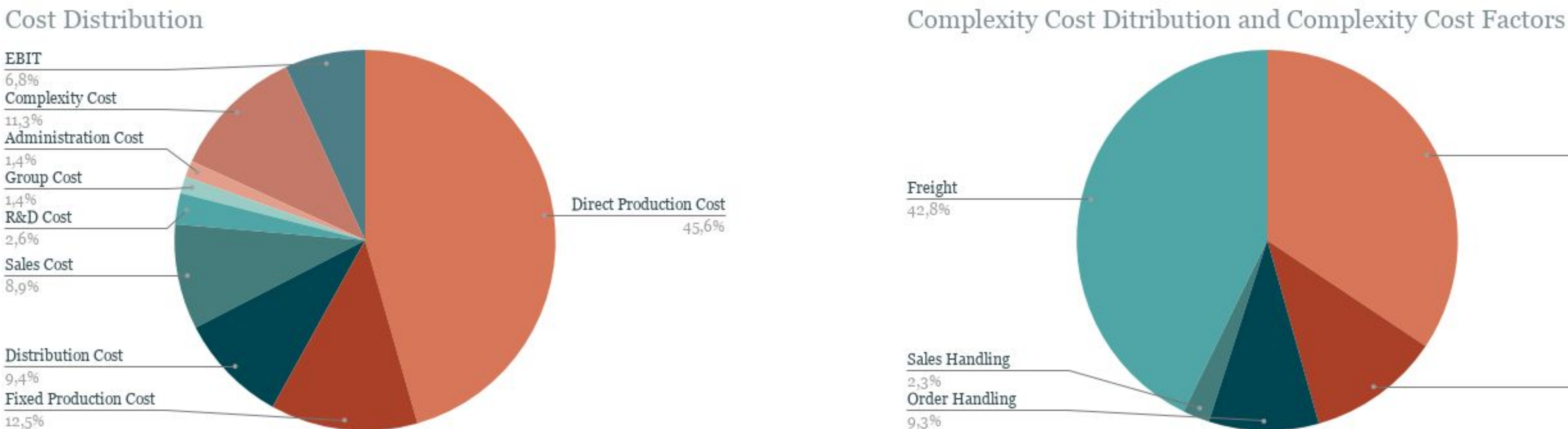
Scope

Garden A/S is the leading company of lawnmowers in the Scandinavian region. Currently occupies approximately 300 employees with a 40 million Euro turnover. It is well known for its value-adding products and its customer-oriented business character.

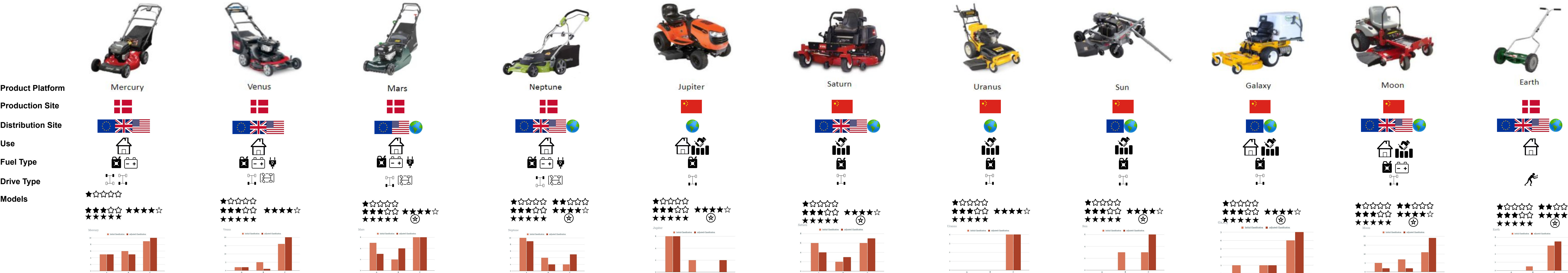
The company has conquered a large market segment in the EU, UK, and USA. Nowadays divided into two business operations, namely production and distribution. The company is a global supplier with production sites in Jutland and China. The values of the company include continuous improvement of the quality and affordable price.

Throughout the last 7 years, the company has been facing a significant decrease in the growth rate. Today, the company aims to come back to the top of the mower industry, especially in the Northern European market. For that purpose, a an analysis of the cost allocation in production, storage, distribution, and sales will be performed in order to allow for future growth.

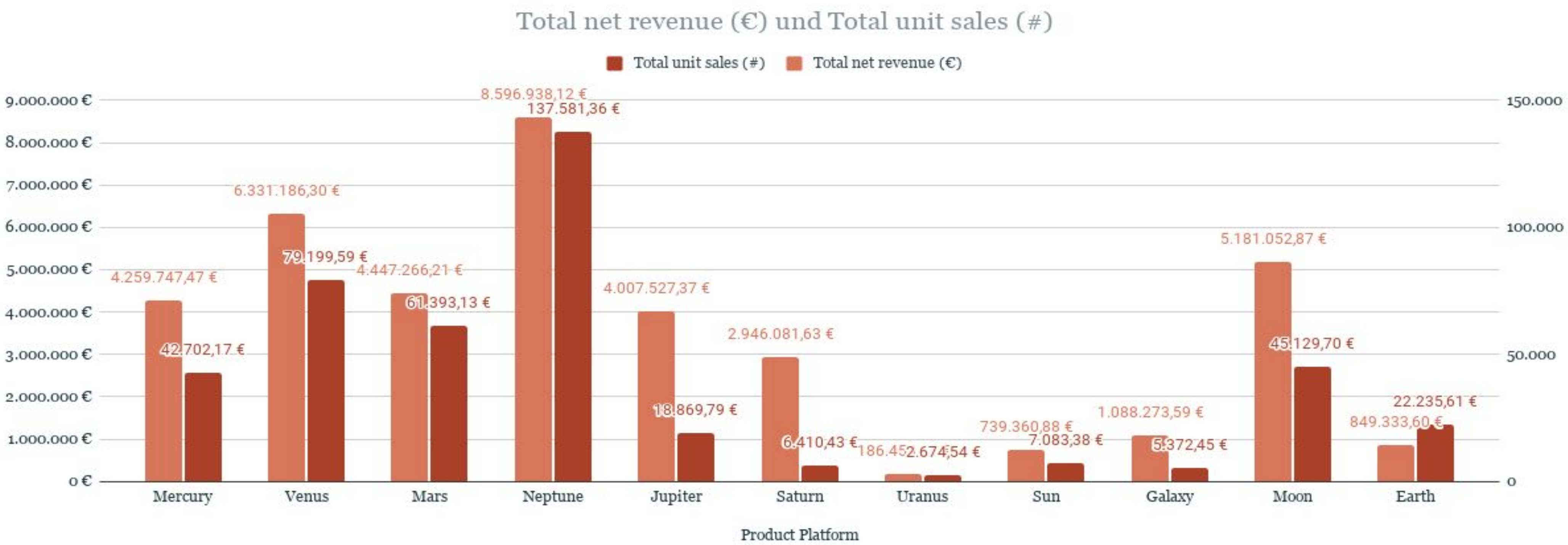
General Statistics



Products



Revenue & Unit Sales



Product Statistics

