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Team C

Sector-Focused Budgeting, Administrative Cuts Steer Acme From Catastrophe

When Wile E. Coyote took over as COO of the Acme Glass Company in 2012, his mantra was "curtainwall, curtainwall, curtainwall."

By 2014, he was singing a very different tune.

As sales for the commercial glass division of the cartoon conglomerate fell more than $1.5 million during that time, Coyote switched the company's focus to storefronts while reducing expenses.

Thanks to his quick thinking, Coyote nearly doubled the company's profits and avoided being bounced out of the corner office on a jet-propelled pogo stick.

How'd he do it? As sales decreased by more than $1 million each year, Coyote put the company on a Road Runner-type diet to peck away at expenses.

And it worked: Acme went from spending $12 million a year in 2012 to just $7.5 million in 2014.

It seems that early success with curtainwall was the company's veritable trail of birdseed leading to a fake tunnel painted

on the side of a mountain – too good to resist, but fraught with danger.

Income from that segment fell from $9.2 million in 2012 to just $2.1 million in 2014.

During that time, Acme cut investment in curtainwall from nearly $6 million in 2012 to just $2.5 million in 2014.

Meanwhile, storefront income rose throughout, with a big jump from 2013 to 2014.

Despite the profitable run, a source inside Acme said the company is considering leaving the commercial glass business to focus on the following products: Dehydrating boulders; jet-propelled tennis shoes; and do-it-yourself tornado kits.