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founded in 1875, when the CEO and founder of the company, Zalmon Gilbert Simmons had decided to change his focus from dairy farming and wooden products to the manufacturing of woven wire mattresses at a large level. The company had generated healthy profits from this initiative and rapidly grown up to the international market with its factories in London, Paris and Mexico City.

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Katie Conboy Leading Change at Simmons College Case

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Analysis ...

406-046 Leading Change at Simmons (A) 2 In the meantime, in 1870, Simmons became interested in dairy farming and began making cheese and shipping it to customers in wooden boxes imported from Chicago. To cut costs, Simmons started manufacturing his own boxes. His company branched out to produce other wood products,

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Leading Change at Simmons . Introduction About

Simmons: Simmons, founded by Zalmon Gilbert

Simmons, is a family-run company. In 1875, Simmons decided to change their business from wood products to woven wire mattresses, which contributed great profits to the company.

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SWOT for Katie Conboy Leading Change at Simmons College is a powerful tool of analysis as it provide a thought to uncover and exploit the opportunities that can be used to increase and enhance company ' s operations.

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