#### CASE 19 Western Chemical Corporation: Divisional Performance Measurement

The fact is that we really have not yet figured out the best way to measure and report on the performance of some of our foreign operations. Because of different ownership arrangements and the use of local financing, when we use conventional accounting principles and standards, we often get financial reports that seem to contradict what we believe to be the true results of operations. This creates problems within the company because people who are not familiar with particular operations see the reports and draw erroneous conclusions about how this one or that one is performing relative to others.

Now that you are beginning to get questions from shareholders and analysts about how some of these investments are performing. I realized that Cynthia and I had better brief you on what some of the problems are that we have with division performance measurement.

Stam Rogers, president of Western Chemical Corporation (WCC), was meeting with Samantha Chu, recently appointed director of Investor Relations, and Cynthia Sheldon, who had recently been appointed vice president and controller. Chu had that morning received an inquiry from a well-known chemical industry analyst who had some fairly specific questions about some of the company's investments in Europe and the Far East. When she questioned Sheldon, Cynthia suggested that they meet with Rogers to examine some of the issues that Rogers and Sheldon had been discussing, so that Chu could answer the analyst's requests more accurately.

The information on the financial performance of WCC's foreign operations was prepared by the same accountants who maintained the company's accounts and who prepared its quarterly and annual reports. A single database for all accounting had been established some years earlier in the belief that it could serve all accounting needs of both managers and those external to the company. A common chart of accounts and accounting policies was used throughout the company and in all of its subsidiaries.

A variety of new alliances and ownership arrangements had been used in recent international ventures to speed entry to new international markets and to minimize investment and risk. Because of these, Rogers had become convinced that some of the reports the accountants were preparing about some of the ventures could be quite misleading. It was for that reason that he and Sheldon were already discussing alternative ways to measure divisional performance, and that Sheldon thought Chu should be brought into their discussion before trying to answer the analyst's queries.

#### The Company and International Ventures

In 1995, WCC was a 75-year-old, Formuse 300 chemical company. Its largest business marketed chemicals and chemical programs for water and waste treatment. Additional products and chemical services targeted manufacturing processes where the quality of a customers product could be enhanced. The company was proud of its industry reputation for quality of

Professor William J. Bruns and Professor Roger Atherson of Northeastern University prepared this case as the basis for class discussion sorber than to illustrate either effective or ineffective handling of an administrative situation.

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