RECORD OF MEETING

PUBLICHAL

DATE 6 May 2011	10:00	AM	X	PUBLIC CONFIDENTIAL TION -CLEAR FLOA	FILE NO. 2010/045929-04
INDONESIA & T					
NAME		FIRM/	ORGANISATION		
Joanne Reid		Customs and Border Protection			
David Turner		Customs and Border Protection			
Carl Halpin		Customs and Border Protection			
Jules Croft		Blackburn Croft & Co Ltd			
Steve Choat		Viridian			
Adrian Menara		Viridian			
Alex Chetcuti		Viridia	n		
ACTION - For Publ	ic file				
DETAILS OF D	SCUSSION				
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- 1. Introduction
- 2. General background
 - Market structure
 - · Viridian's structure
 - Levels of competition
- 3. Sales volume/market share analysis:
 - Methodology
 - o External sales
 - o Internal transfers
 - Acquisition of DMS
 - Data
- 4. Analysis of price effect:
 - methodology
 - price depression;
 - · price suppression/ price undercutting

- 5. Costs:
 - methodology
 - USP
- 6. Profitability analysis:
 - Discussion on Viridian's profitability since 2006
- 7. Other factors that may have caused injury to Viridian during the injury analysis period:
 - Contraction of the housing market during the injury analysis period
 - Seasonal downturn due to Christmas/ summer shutdown