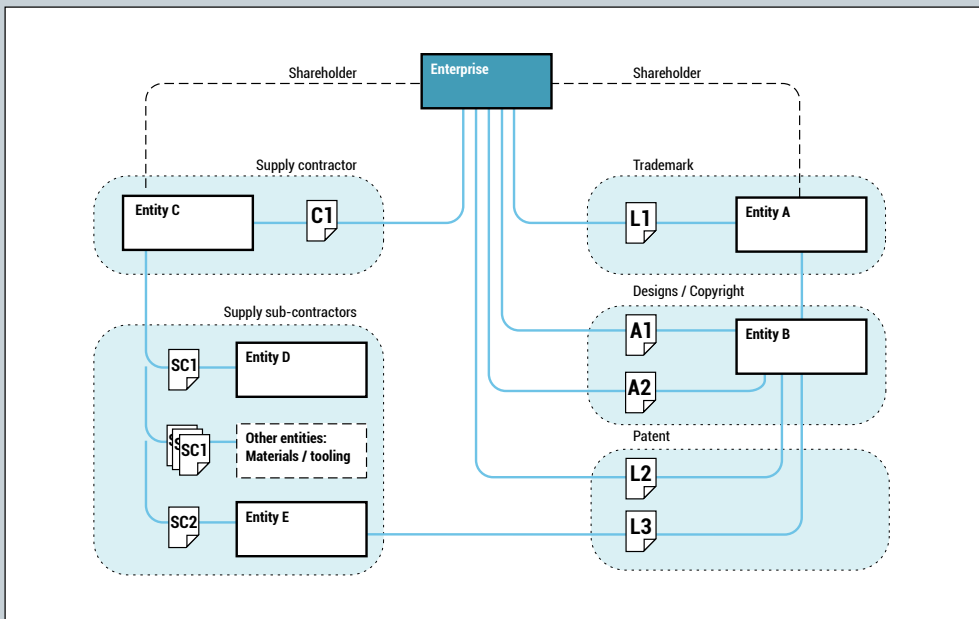
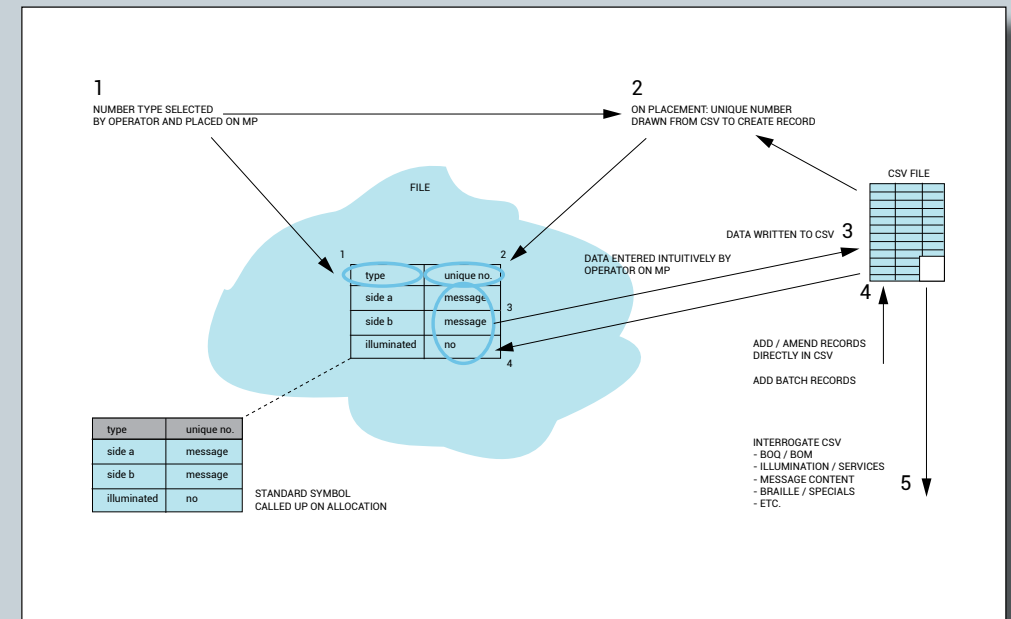


STEFAN KAHN

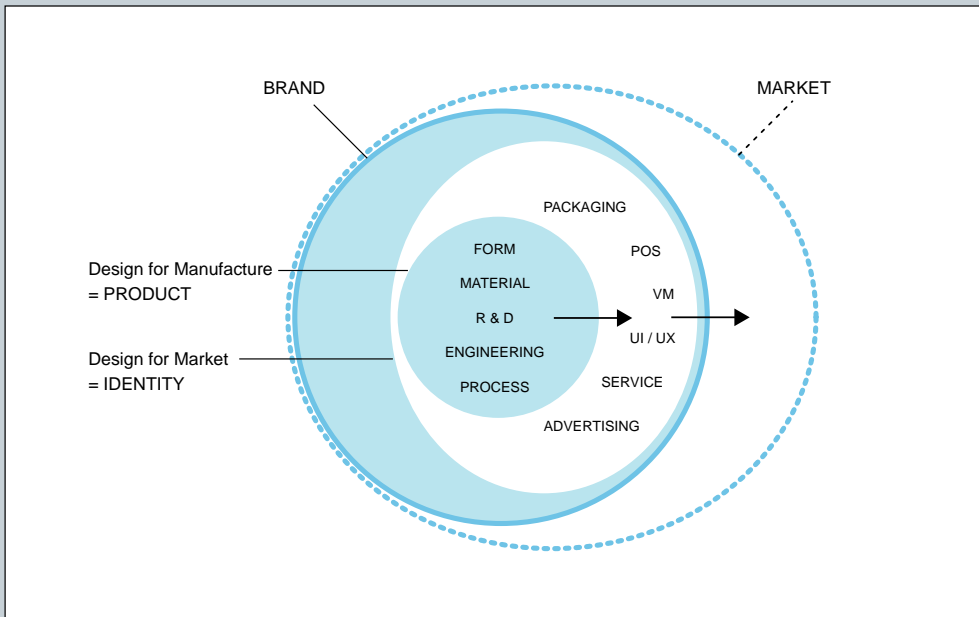
Representative work : Strategy



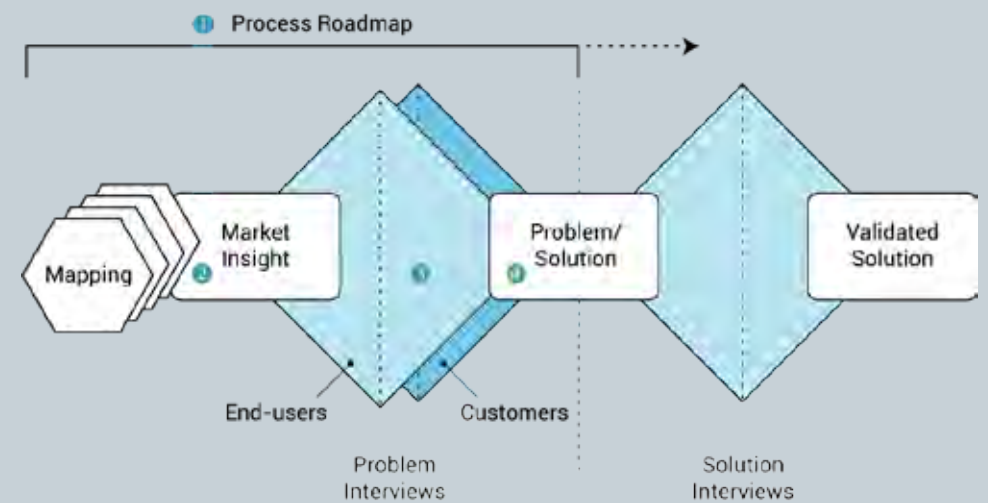
ORGANISATIONAL STRUCTURES : contractual relationships



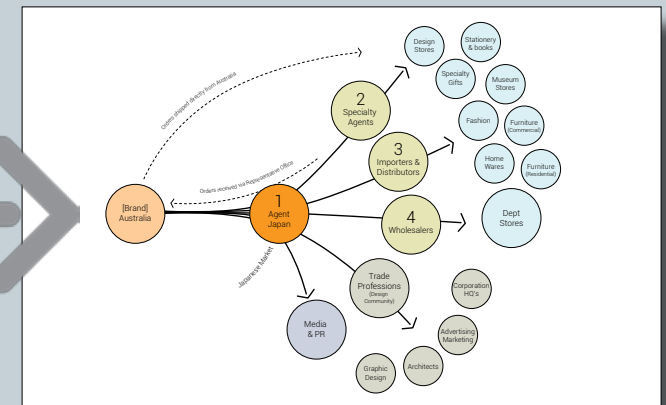
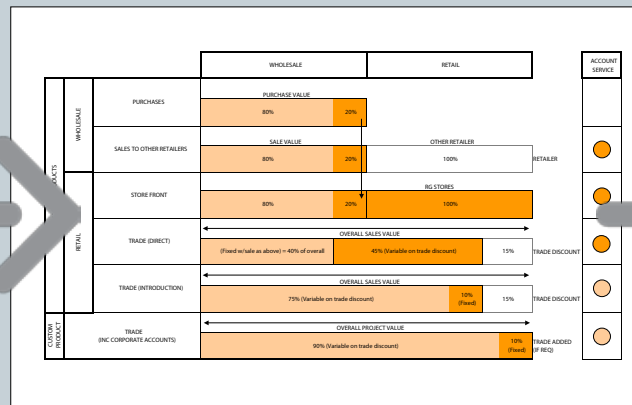
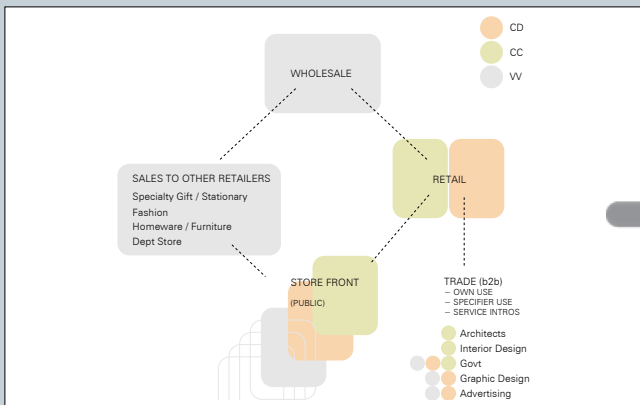
PROCESS MAPPING : automation solution



PRODUCT AS BRAND NUCLEUS : A quality strategy

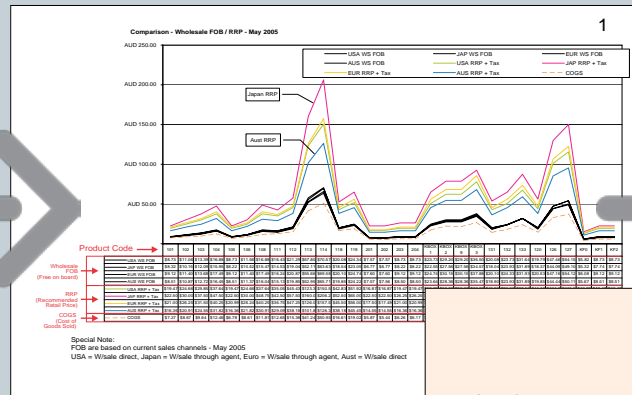
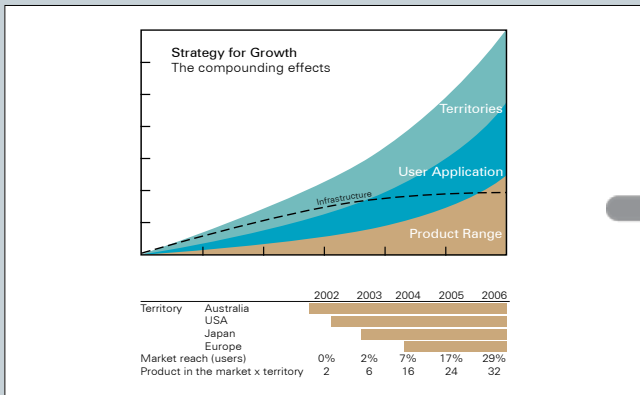


PROCESS MAPPING : PaaS product validation



QUALITATIVE

Wholesale market and end-user survey = customer profile and behavior = optimised user experience and adaptive global distribution model



Appendix E2 OPERATIONS IN DETAIL

Sales Channels
The table below profiles sales channel on effort, profitability and strategic benefit.

Channel	Service effort	Margin	Profitability*	Key benefits
Wholesale Agent	Medium	Low	19%	ease of distribution, volume
Wholesale Direct positioning	High	Low	33%	direct access to retailers, controlled
Export (w/sale direct above)	High	Medium	38%	global associations, volume, (also includes above)
Trade Sales (discounted retail) High projects	High	High	61%	peer endorsement, entree for 'Industrial'
Retail Direct (online sales)	Low	V High	+65%	low cost marketing, high returns

*Gross profit on sale after COGS - using averaged prices of current product range and purchase volume/cost - calculated from AUS price list only, USA and Euro higher

QUANTITATIVE

Business vision + viability analysis + market validation = Target operating model

Appendix A1 MARKET & SALES MODEL IN DETAIL

Assumptions

Volume

Consumer product sales active per territory

	FY02	FY03	FY04	FY05	FY06
Australia	1	1	4	6	8
USA	1	1	4	6	8
Japan	0	0	4	6	8
Europe	0	0	0	6	8

Industrial product service active per territory (20-40 weeks 1-10 hours)

	FY02	FY03	FY04	FY05	FY06
Australia	0	0.3	1	1	1
USA	0	0	0	0.1	0.2
Japan	0	0	0	0.1	0.2
Europe	0	0	0	0	0.2

Retail sales channel in each territory (20-40 weeks 1-10 hours)

	FY02	FY03	FY04	FY05	FY06
Australia	1	1	4	6	8
USA	1	1	4	6	8
Japan	0	0	4	6	8
Europe	0	0	0	6	8

W/S Dir W/S Agent Trade Exp Ret

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Australia	1	1	4	6	8
USA	1	1	4	6	8
Japan	0	0	4	6	8
Europe	0	0	0	6	8

COGS per channel

	FY02	FY03	FY04	FY05	FY06
Australia	45%	45%	25%	17%	35%
USA	45%	45%	25%	17%	35%
Japan	45%	45%	25%	17%	35%
Europe	45%	45%	25%	17%	35%

Scale

(Retail) Consumer

Stock purchase per store, per product series

	FY02	FY03	FY04	FY05	FY06
Specialty Design	\$500	\$500	\$500	\$500	\$500
Furniture/Homeware	\$500	\$500	\$500	\$500	\$500
Stationery/Books	\$100	\$100	\$100	\$100	\$100
Fashion	\$100	\$100	\$100	\$100	\$100
Department Stores	\$500	\$500	\$500	\$500	\$500

Industrial product service active per territory (20-40 weeks 1-10 hours)

	FY02	FY03	FY04	FY05	FY06
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Europe	45%	45%	25%	17%	35%

Scale

(Retail) Consumer

Stock purchase per store, per annum

	FY02	FY03	FY04	FY05	FY06
Specialty Design	\$500	\$500	\$500	\$500	\$500
Furniture/Homeware	\$500	\$500	\$500	\$500	\$500
Stationery/Books	\$100	\$100	\$100	\$100	\$100
Fashion	\$100	\$100	\$100	\$100	\$100
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Scale

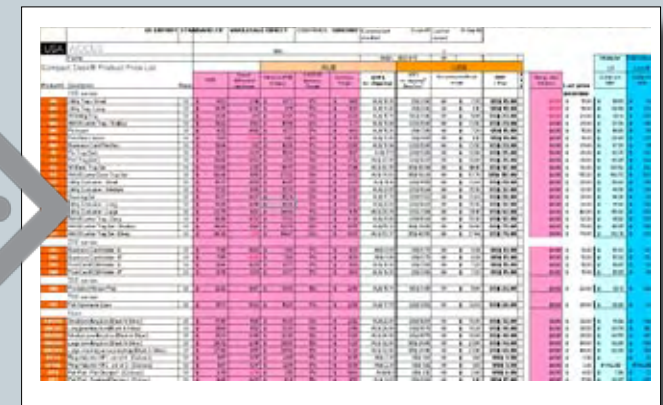
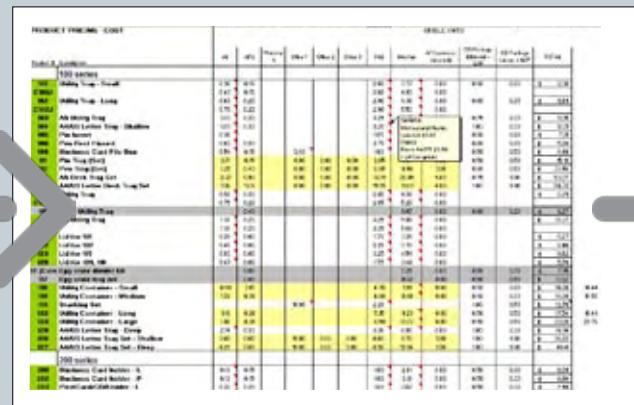
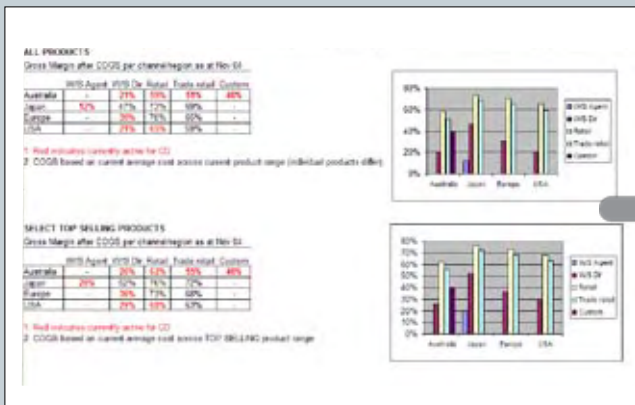
(Retail) Consumer

Stock purchase per store, per annum

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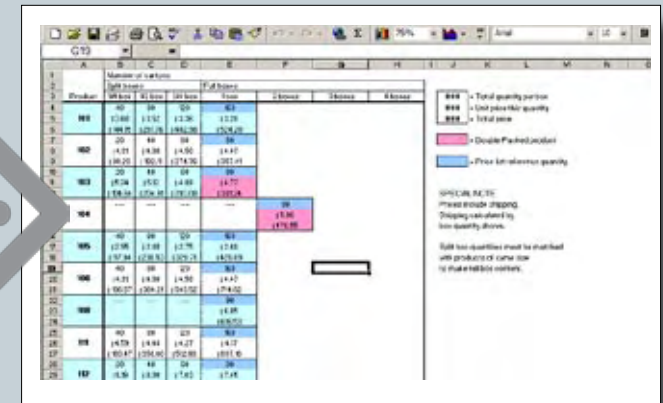
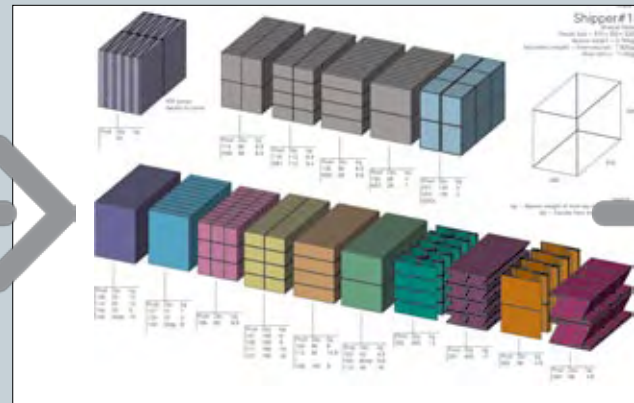
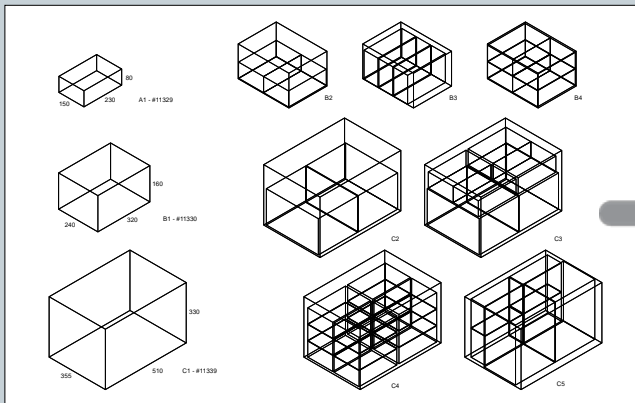
Industrial product service active per territory (20-40 weeks 1-10 hours)

	FY02	FY03
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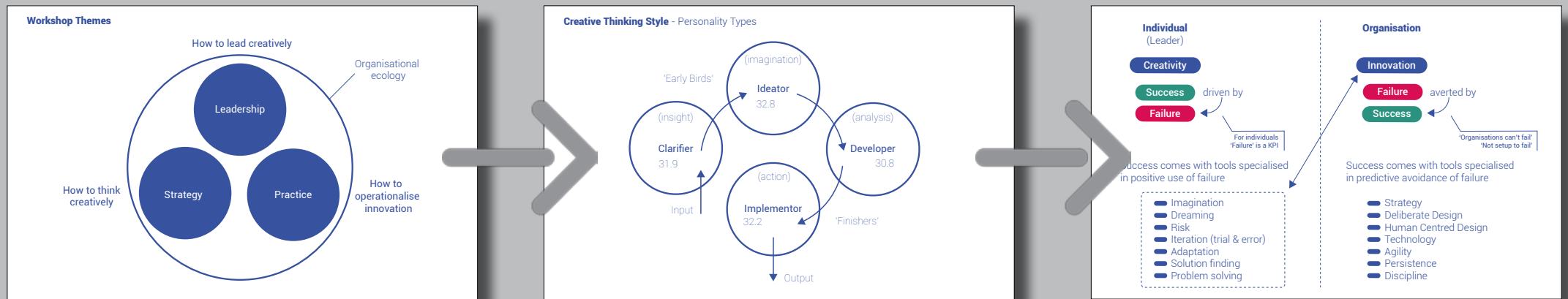
STRATEGY AND SYSTEM DESIGN

Market popularity as gross margin per channel, per region = optimised COG & volume purchasing = maximised global sale price for each channel



STRATEGY AND SYSTEM DESIGN

Standardised shipping outers = unitisation of product range per shipping outer = optimised CIF bulk wholesale units for export



DESIGN THINKING

Creative Leadership workshop : professional education for CEOs, CFOs, HR and senior management

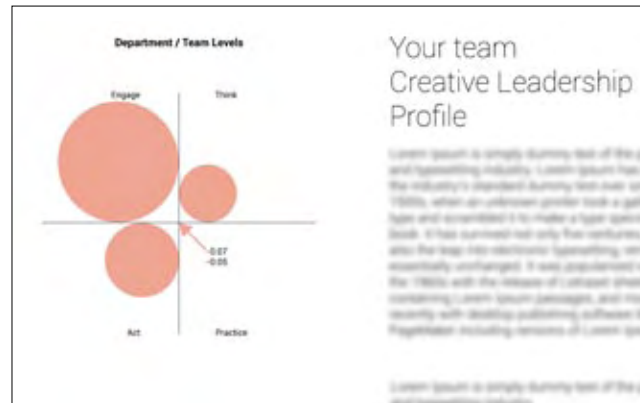
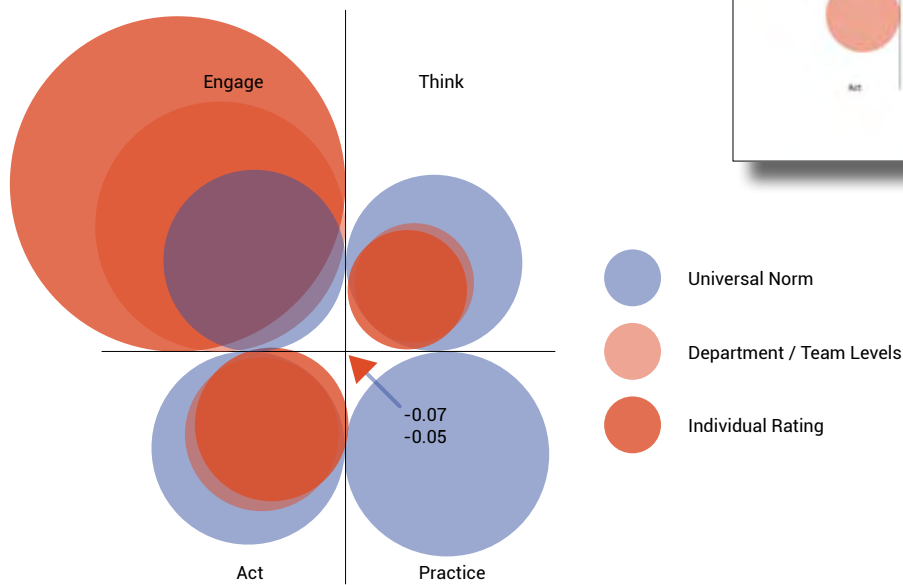


DESIGN THINKING

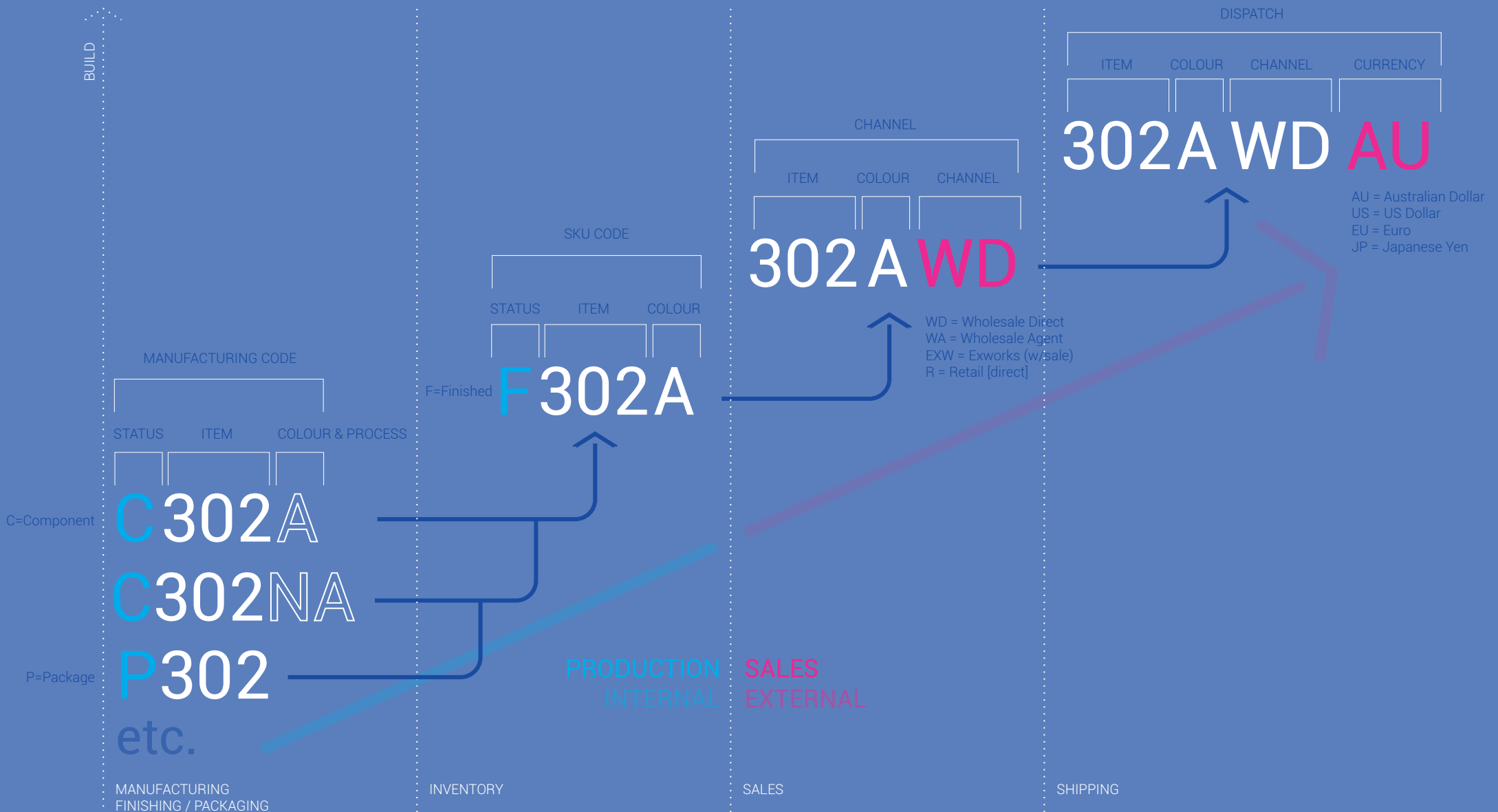
Innovation Practice for Organisations workshop : professional education for senior management

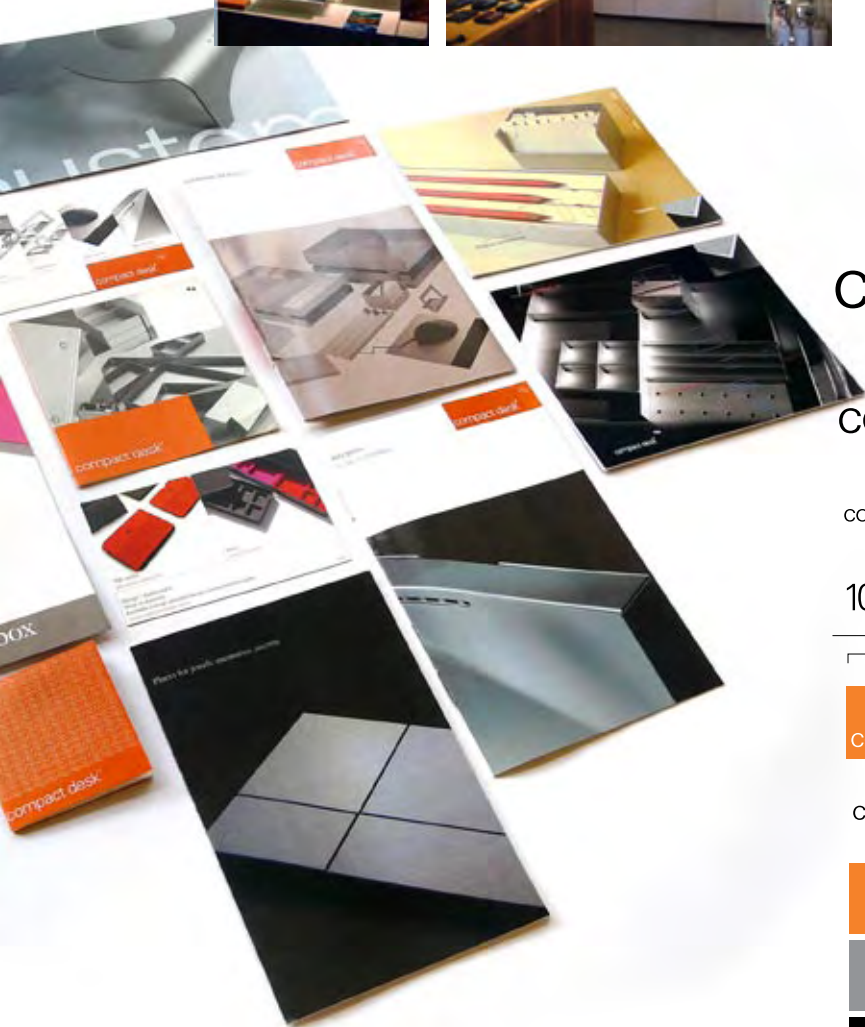
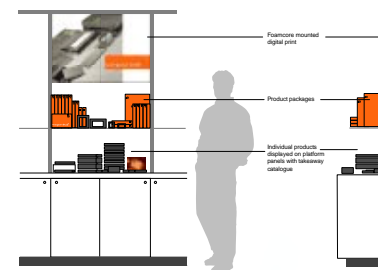
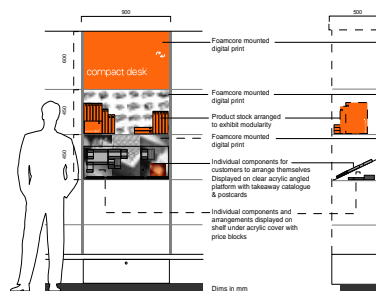


Combined Creative Ecologies



Visualisation of data and analysis presented as assessment reports for benchmarking organisational innovation capability





Large logotype
(with filled or outline logo optional)

Reference only
(not part of logo)

compact desk®

Reference only
(not part of logo)

compact desk®

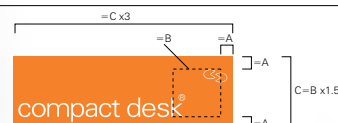
Medium to small logotype
(note proportion and position of symbol)

compact desk®

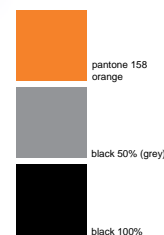
Small logotype
(without symbol)

100 series

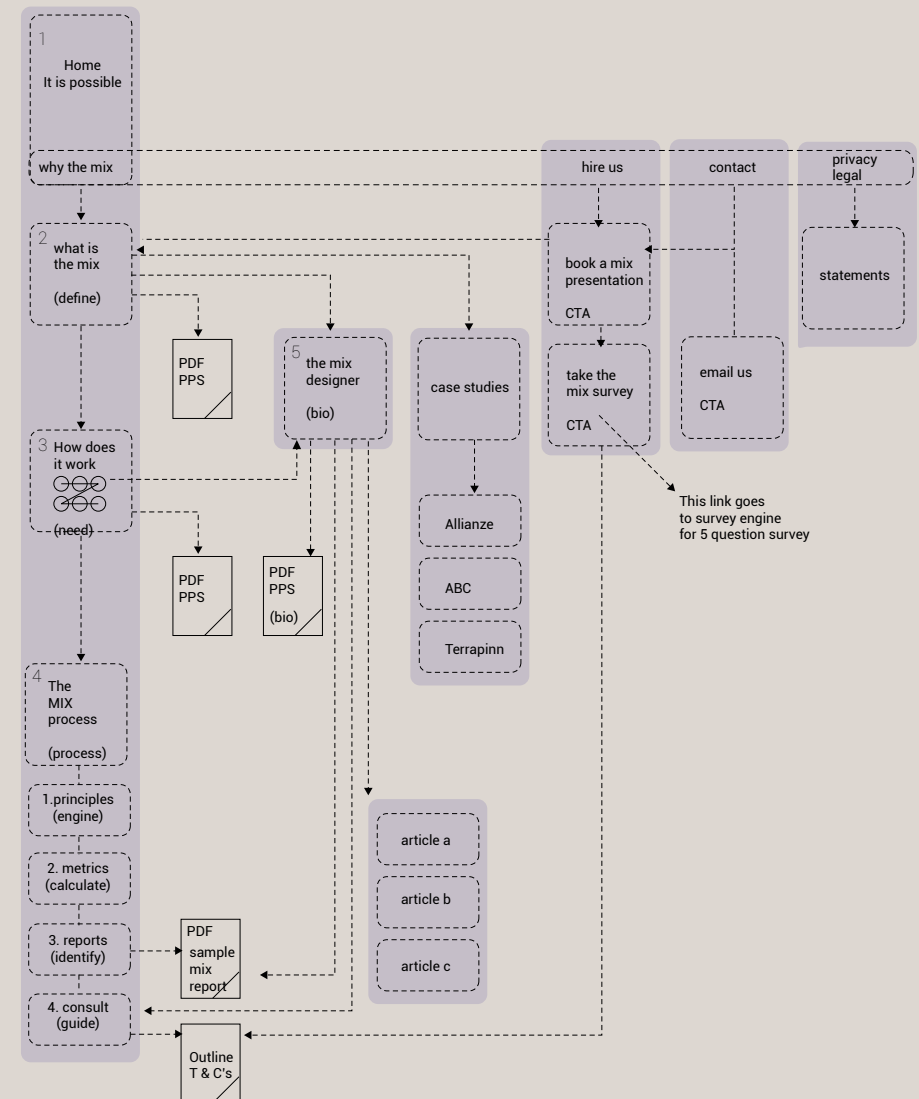
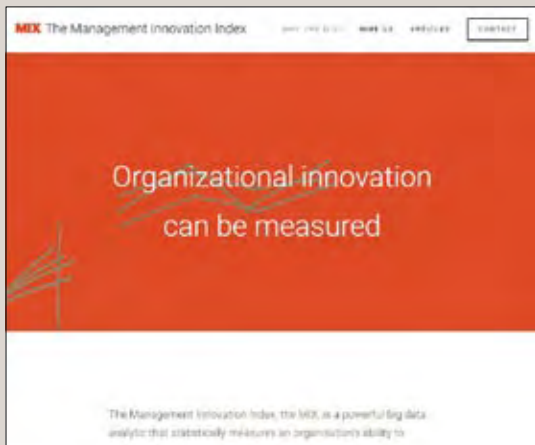
200 series

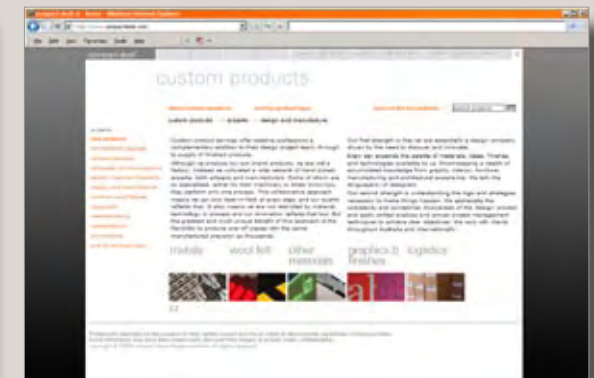
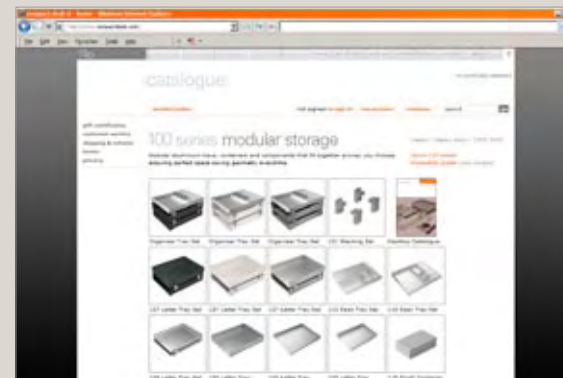
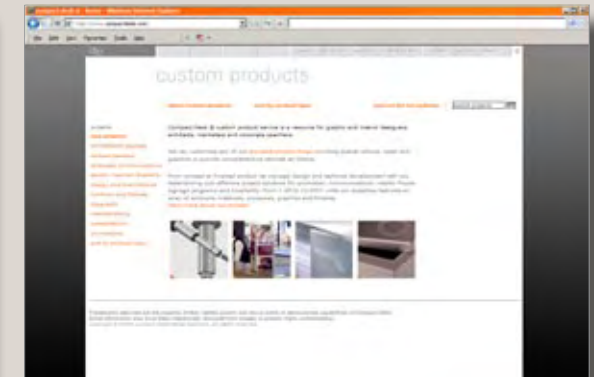
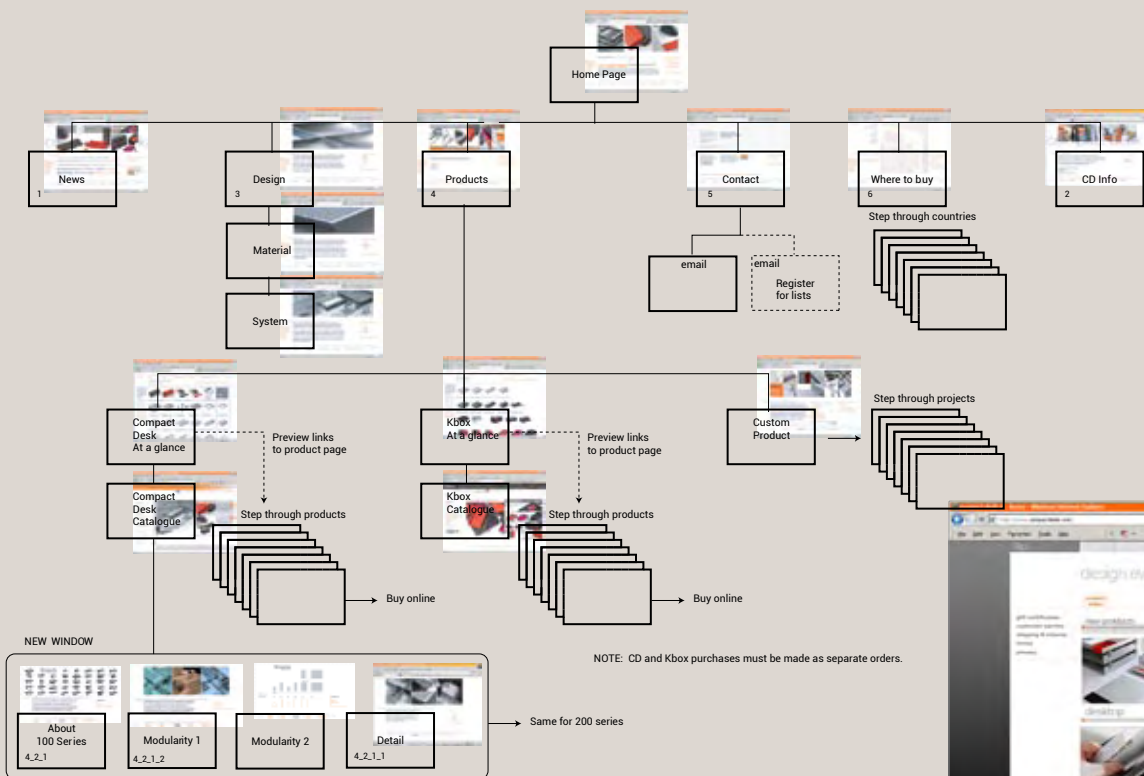


compact desk®







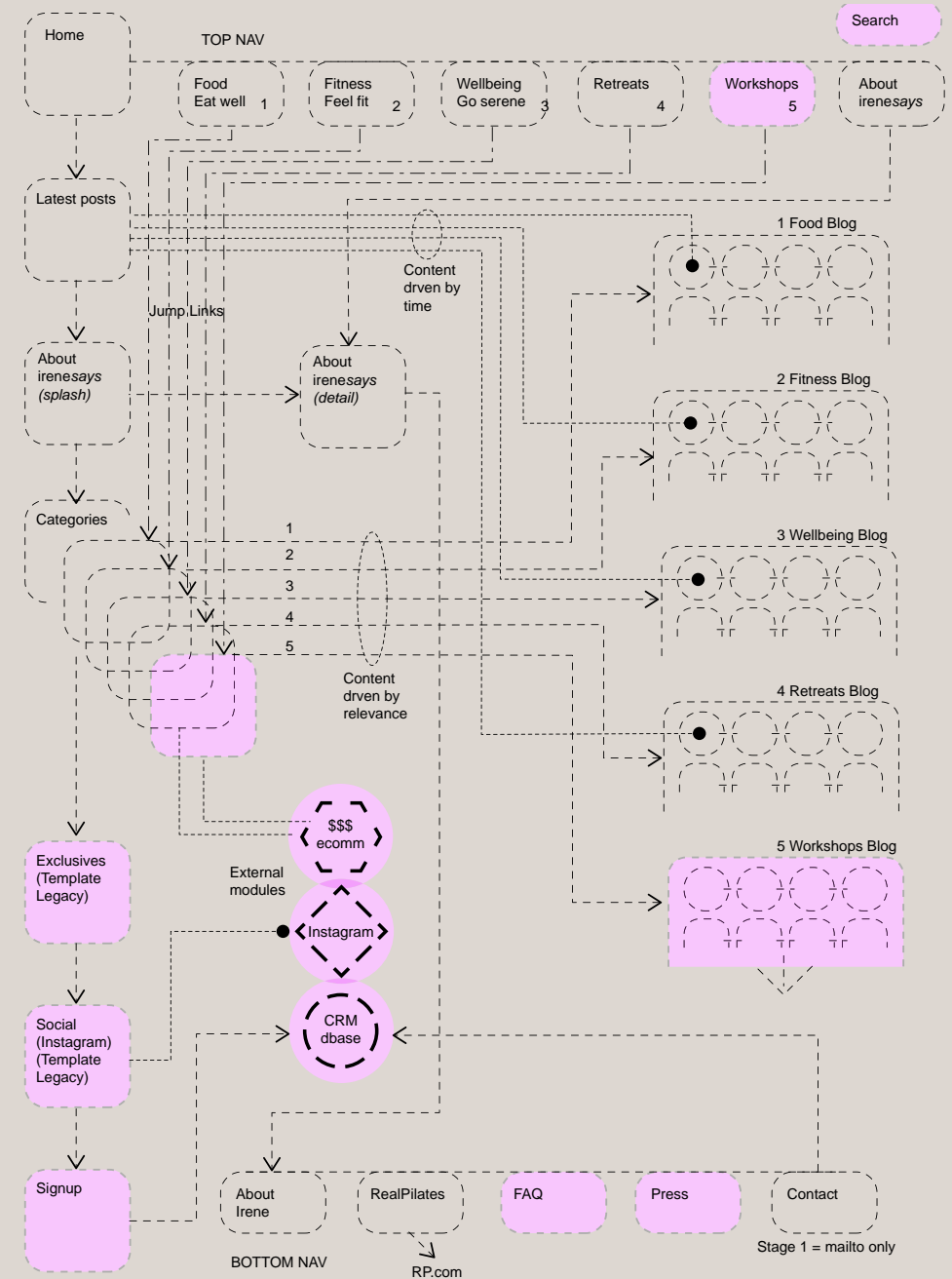
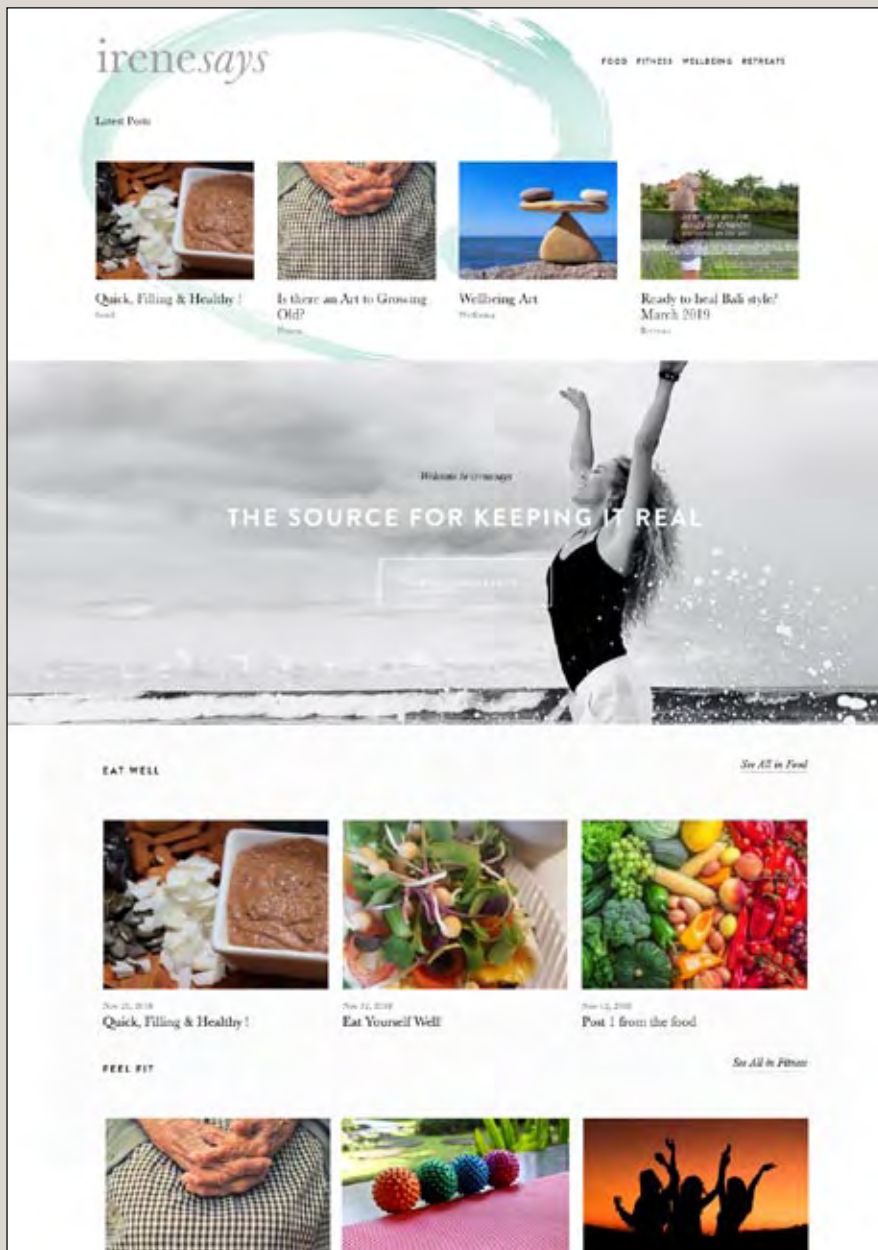


EDM : B2B & B2C

Wholesale portal

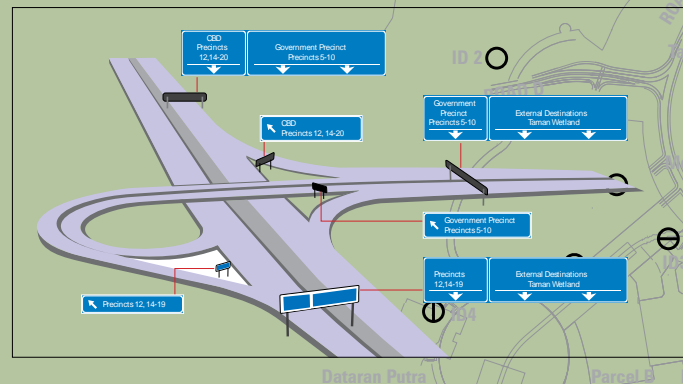
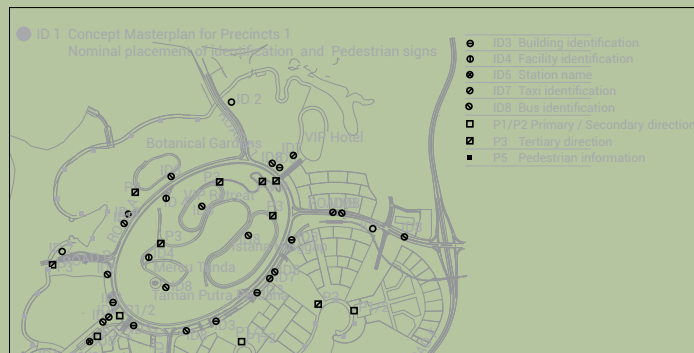
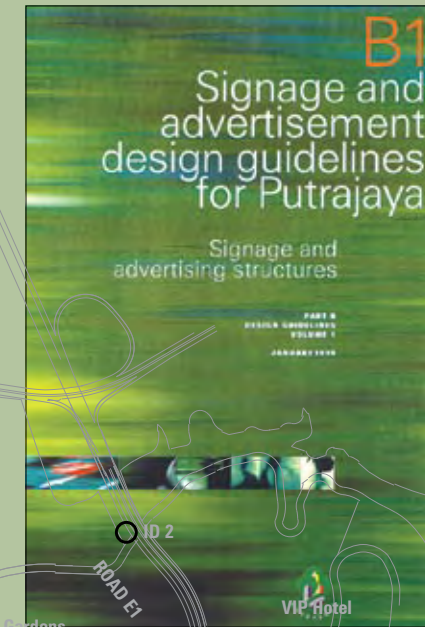
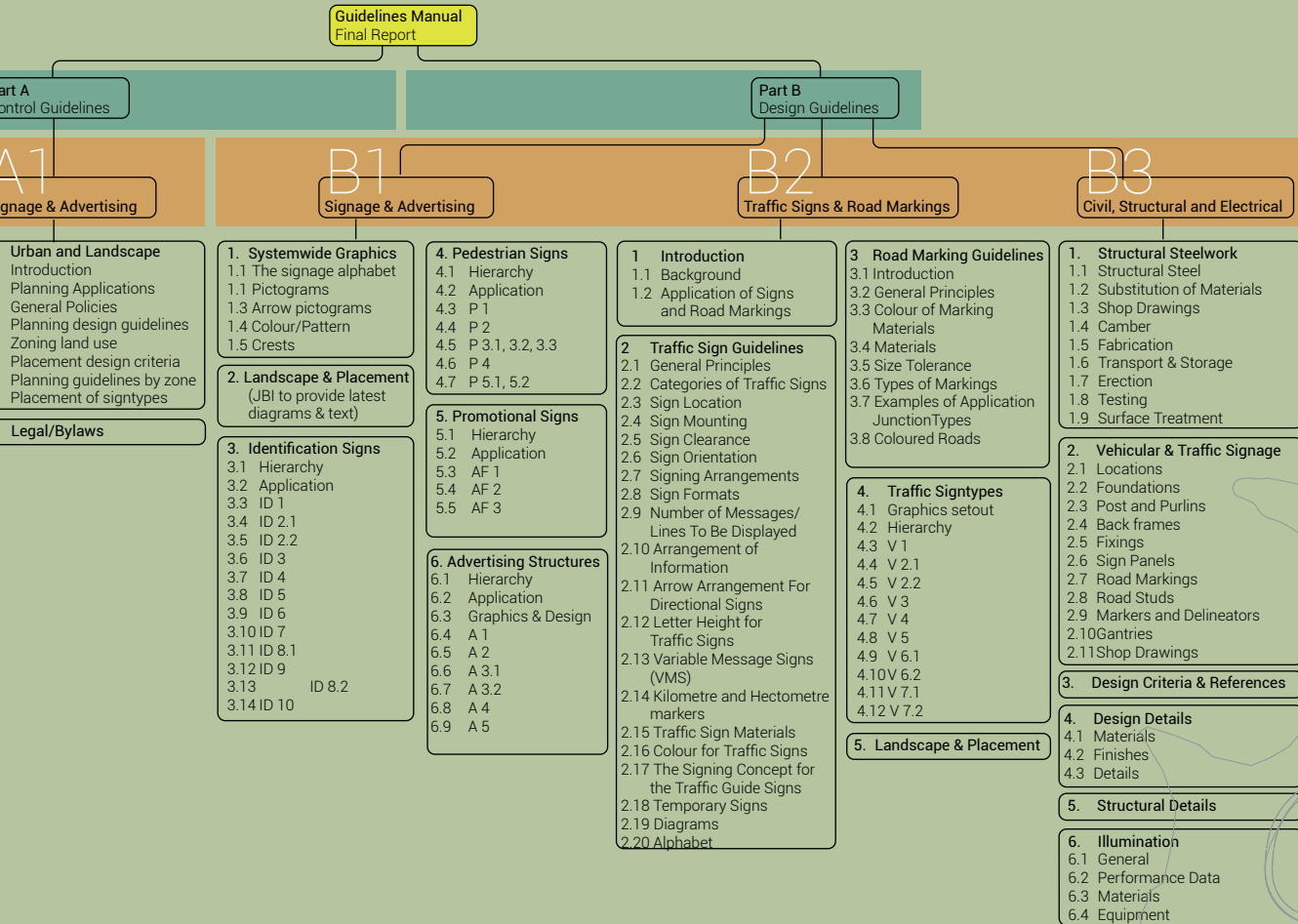
B2C ecommerce

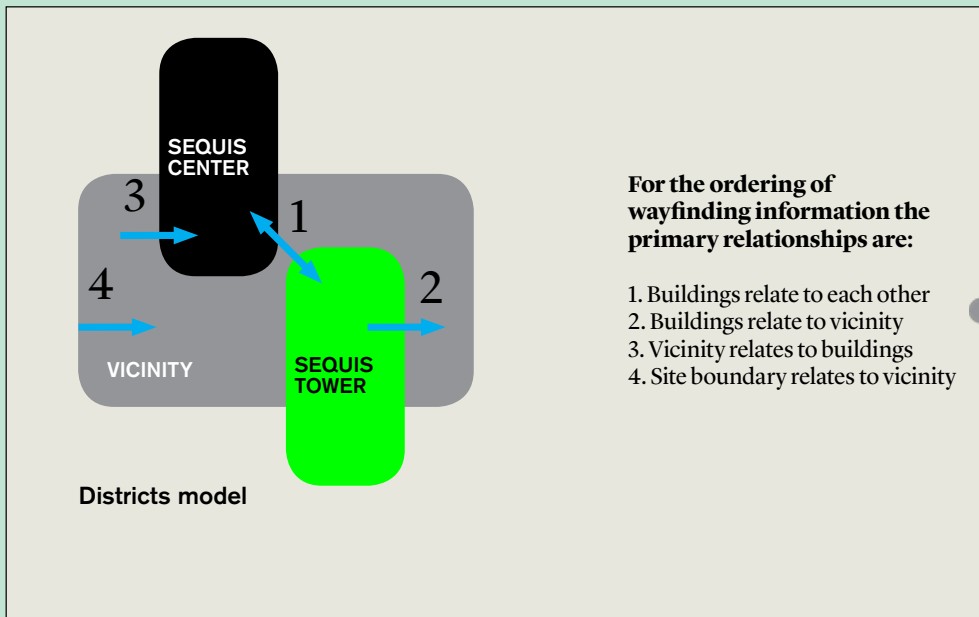
B2B project portal



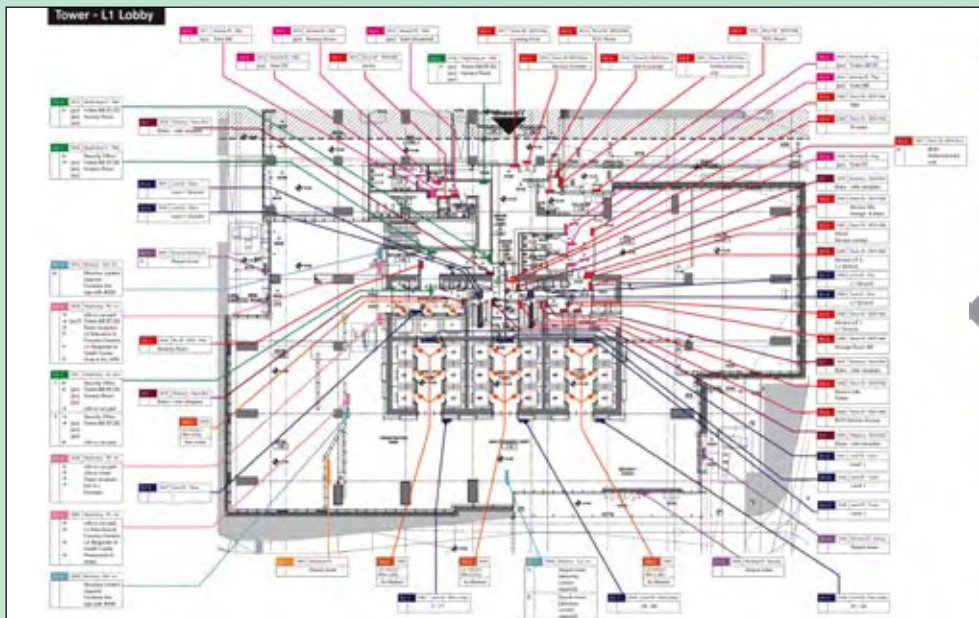
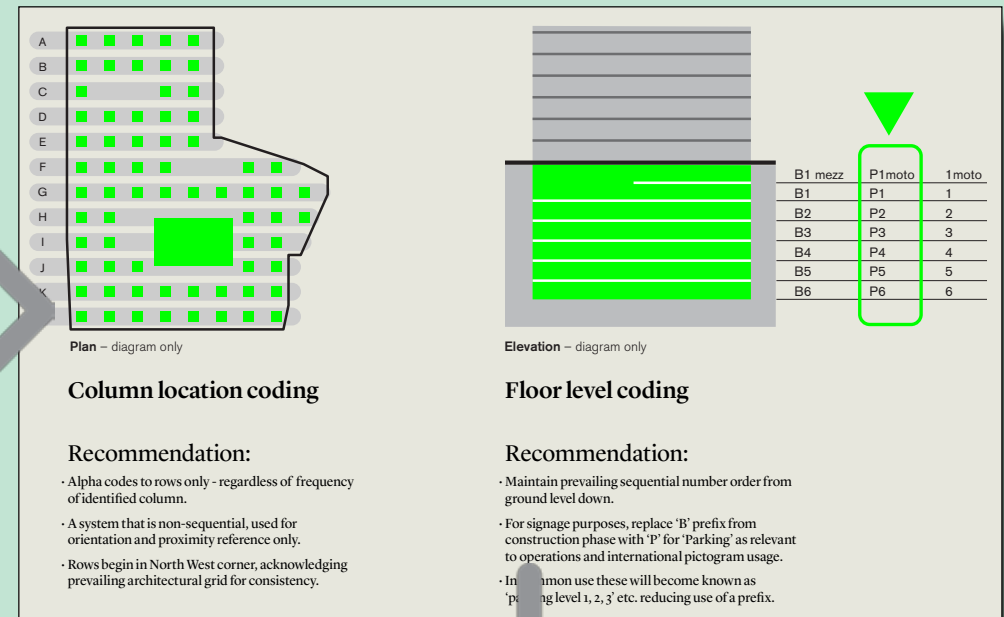
GUIDELINES CONTENT STRUCTURE

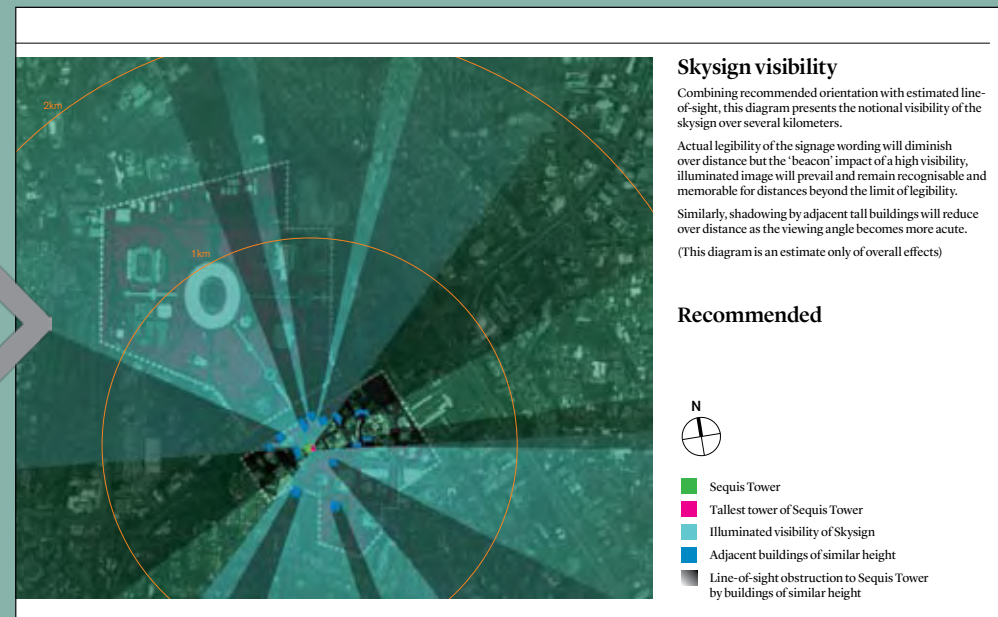
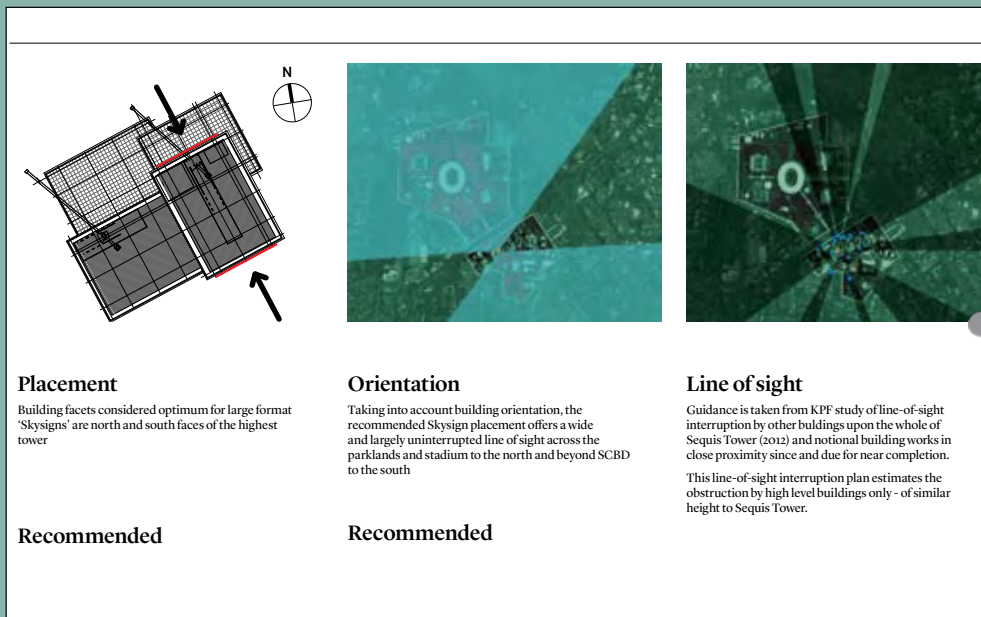
SIGNAGE AND ADVERTISEMENT DESIGN GUIDELINES MANUAL FOR PUTRAJAYA, MALAYSIA





SYSTEM DESIGN

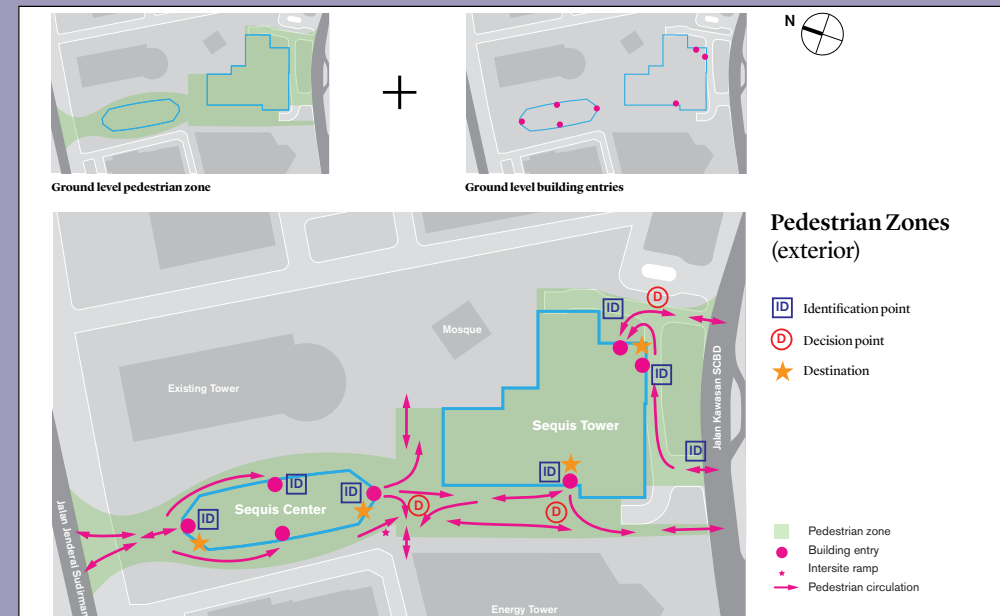
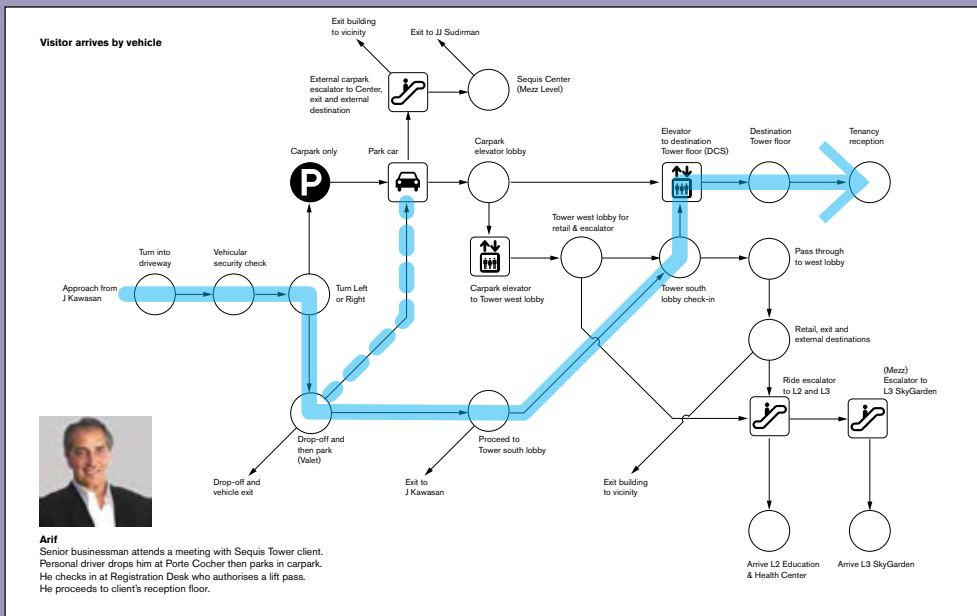
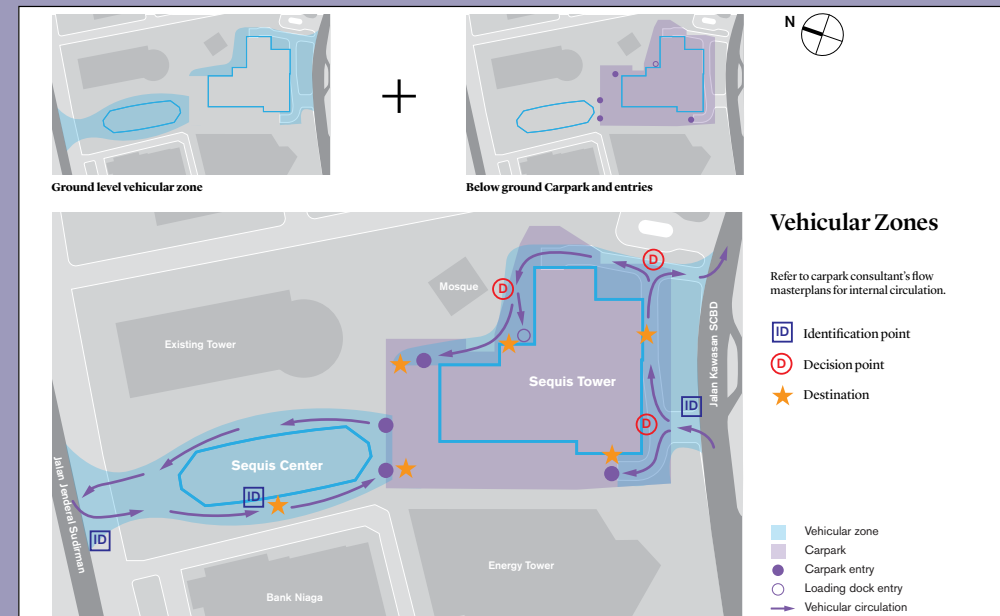
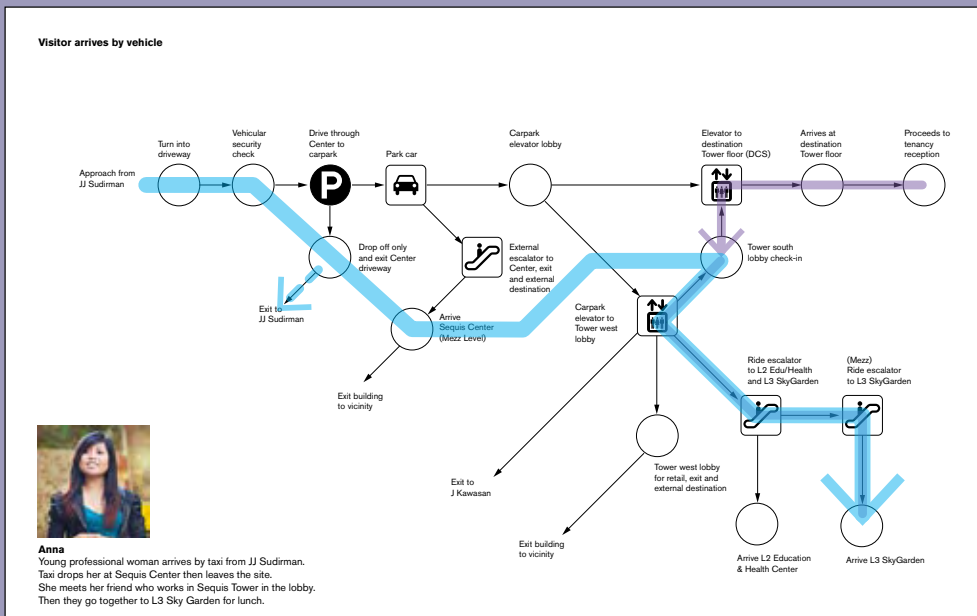




ENVIRONMENTAL IMPACT



ENGINEERING DESIGN INTENT



WAYFINDING STRATEGY

