Session 13
Do you remember?

1. KidsKlothes anticipated their competitors by launching the kids accessories line earlier, they got better results.

   Had KidsKlothes anticipated their competitors by launching the kids accessories line earlier, they would have got better results.

2. They win extra market shares before the end of next term, they open a new outlet in Glasgow.

   Should they win extra market shares before the end of next term, they would open a new outlet in Glasgow.

3. What had to make staff in workshop 2 redundant?
   What would have happened if they had made staff in Workshop 2 redundant?

4. They most probably confronted with industrial action.
   They most probably would have been confronted with industrial action.

5. If the HR department implements good training courses, ten workers from workshop 2 able to join the workshop 1 team.
   ….. ten workers from Workshop 2 will be able to join the W1 team

6. If play areas cheaper to install, KK equip all of their shops right now.
   If play areas were cheaper to install, KK would equip all of their shops right now.

7. Would customers mind, if KK enforced a 5% increase on the Spring collection?
   Would customers mind, if KK enforced a 5% increase on the Spring collection?
Presenting a Project (2)

Commenting on Data
Clarifying KK’s position: a reminder

Owing to......Thanks to..... Because of...... As regards.... Besides...Moreover.........

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>● KK’s Market share: 33%</td>
<td>● Drop on Junior Clothing sales</td>
</tr>
<tr>
<td>● Customer loyalty rate: 60%</td>
<td>● Overstaffing in workshop 2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>● Positive feedback on our New lines</td>
<td>● New Competitors from Far-Eastern Countries</td>
</tr>
<tr>
<td>● Competitors’ lower quality standards</td>
<td>● Competitors’ low-price policy</td>
</tr>
</tbody>
</table>
Structuring the presentation

"From these figures we can see that although KK’s sales... our margin ..... "  
"If you look at Year 3..... "

"As I mentioned earlier , our market share…”  
“I would just like you to look again at Y+1 and Y+2 overheads…”

"This leads me to my next point: the promotion budget of KK’s new lines.... “  
“I wish now to draw your attention to the salary bill issue....”

KK’s three-year plan: budget  
(£100,000)

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales</th>
<th>Overheads</th>
<th>Promotion</th>
<th>Salaries</th>
<th>Margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Y</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Y+1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Y+2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Y+3</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

11
Reorganizing the Production Process

A = KK’s offices
B = stitching workshop (W2)
C = warehouse
D = planned extension
E = present cutting workshop (W1)

- Once empty, workshop E is to be let at a £260,000 per annum rent
- Building and repair cost + removal of machines to extension B = £700,000
What did Sam Tell Them?

- This year: sales \( \downarrow \) 12% owing to harder competition but KK’s image and customer loyalty quite strong
- To \( \uparrow \) market share, best solution is to implement bold 2-year investment scheme
  - a) launching two new lines: kids accessor. and maternity line
  - b) Reorganizing product process
- Absolute must = draw up creative promotion plan and campaign
- KK margin should thus be restored to its 1998 20% level by Year 3
- But aim can be achieved and plan be a success only if overheads, promotion, marketing and production costs kept in line with tight provisional budget.
- Next years quite challenging but confident in KK staff’s dedication and talent.

• say
• tell
• assert
• maintain
• think
• believe
• feel
• insist (up)on
Which Logo?

- rebranding
- a survey
- customer feedback
- debriefing
- response

1. 16%
2. 25%
3. 19%
4. 26%
5. 14%
You’re the Next Speaker*!

KK’s January / March Survey (3240 customers)

Would play-areas in KK shops increase Customer loyalty?

- Yes, definitely: 41%
- Probably: 19%
- No: 17%
- Don’t know: 23%

You’re managing the PAP (Play-Areas Project)

PAP: expected turnover increase (1,000 €)

<table>
<thead>
<tr>
<th>Overheads per annum</th>
<th>Y1= 4 sales outlets (test)</th>
<th>Y2= 10 sales outlets</th>
<th>Y3= 20 sales outlets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equipment (Kidiplay Ltd.)</td>
<td>£24,000</td>
<td>£ 38,400 (20% discount)</td>
<td>£ 28,800 (20% discount)</td>
</tr>
<tr>
<td>Maintenance</td>
<td>£ 6,000</td>
<td>£ 15,000</td>
<td>£ 30,000</td>
</tr>
<tr>
<td>Insurance +</td>
<td>£ 2,000</td>
<td>£ 5,000</td>
<td>£ 10,000</td>
</tr>
<tr>
<td>Utility costs</td>
<td>£ 2,000</td>
<td>£ 5,000</td>
<td>£ 10,000</td>
</tr>
<tr>
<td>Total</td>
<td>£ 34,000</td>
<td>£ 63,400</td>
<td>£78,800</td>
</tr>
</tbody>
</table>
A forward-looking and challenging strategy.....
A bold 2-year investment scheme aiming at (-ING).......:
Widen and strengthen KK’s position by (-ING)....... 
Increase customer loyalty (play areas, etc..)
Think up and implement creative communication plan about...
Keep costs and salaries in line with budget

**Summarize**

**Outline action points**

► **Who?** (in charge of /responsible for..)
► **When?** (corresponding deadline)

**Thank the audience**

**Invite final questions**

This brings me to the end of my presentation, thank you for your attention/for listening......

Now, please ,feel free to ask .......Does anyone want to ask a question? Are there any questions?
You’d rather not answer now, as you haven’t met the Unions Representatives yet.

You think the question is rather silly / irrelevant, but you can’t say so..... (as of today, not a priority, advice from staff in due time, ...)

You see the point but have to tactfully put a different view across (company HR policy, quality standards, etc...)

You don’t know exactly, (40% ??) but you think the marketing manager, Sandra Mills, does. You ask her to take the question instead.

Good question! (not on the agenda, production line = only textile, accessories to be manufactured by subcontractor in Manchester,...)
Find the Other Word in each Line

1. INFORMAL MEETING
2. COST CUTTING
3. CLOTHING INDUSTRY
4. MARKET SHARE
5. FINAL STATEMENT
6. DIRECT MARKETING
7. PROMOTION CAMPAIGN
8. FORWARD LOOKING
9. PIE CHART
10. TRAINING COURSE
11. PRICING STRATEGY

What your next presentation will be like!