

Team C

Workshop 4-11-2009





AGENDA

SERVICE OVERVIEW

Warehouse

- Selling
- Marketing & strategy
- Products

Client Involvement

Relation with staff

- Payment methods and special offers
- Waiting activities

Production process

- Software analysis
- Quality control
- Deliver

“WAREHOUSE” PRODUCTS SELLING

THREE SELLING FLOWS

Traditional:

Customer tries on a garment and if it fits he decides to buy it

Semi-innovative:

Customer tries on a garment, he likes the style but measurements don't fit and he orders a tailored one

Innovative:

Customer doesn't like standard models, but he can order a completely customized one. He is allowed to select his preferred kind, style and colors (virtual feedback of magic mirror), such that the shop can realize the personalized and tailored (thanks to the measurement cabin) garment



“WAREHOUSE” PRODUCTS SELLING

NEW ROLES & MARKETING STRATEGIES

New professional roles: i.e. the
"Store Manager", responsible for:

- 1) achieving the selling goals, by means of commercial and promotional actions
- 2) taking care of the shop image
- 3) creating and managing the shop assistants team
- 4) looking after the buyer-seller relationship (to be strengthened in order to firm up the customer base)

Marketing strategies:

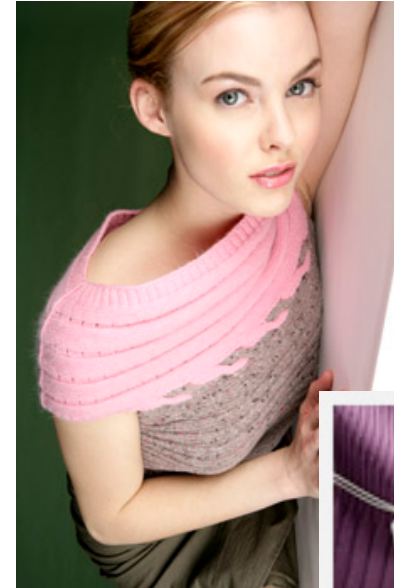
- 1) understand the customer (needs and desires): influence users' perception (stimuli reaction) and satisfy their expectations
- 2) understand the market (market analysis, market segmentation)
- 3) advertisement



“WAREHOUSE” PRODUCTS SELLING

PRODUCTS

- **On demand**: customized garments, chosen from the virtual catalogue, realized when the demand occurs
- **Standardized** (model and size): a small fixed quantity is always present in the shop (to satisfy standard demand); it is daily restored.
- **Accessories**: that the customer will chose on his own, or advised by the magic mirror software.



“WAREHOUSE” PRODUCTS SELLING

WAREHOUSE

We need three warehouse or three areas containing:



Standard products

On demand-products

Raw materials

A good warehouse management is used to meet the needs of production and trade of a company:

- to **maximize the quality** of customer service: warehouse layout, products placement, space allocation, inventory management
- to **minimize the costs**: stock computation, selling forecast, safety stock



“WAREHOUSE” PRODUCTS SELLING

WAREHOUSE

It is expected to use a **software** for warehouse management



Load



Unload



Customers



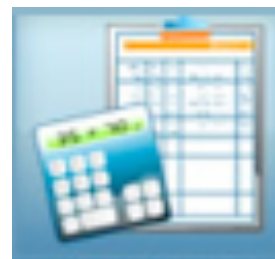
Suppliers



Back up



Returned goods



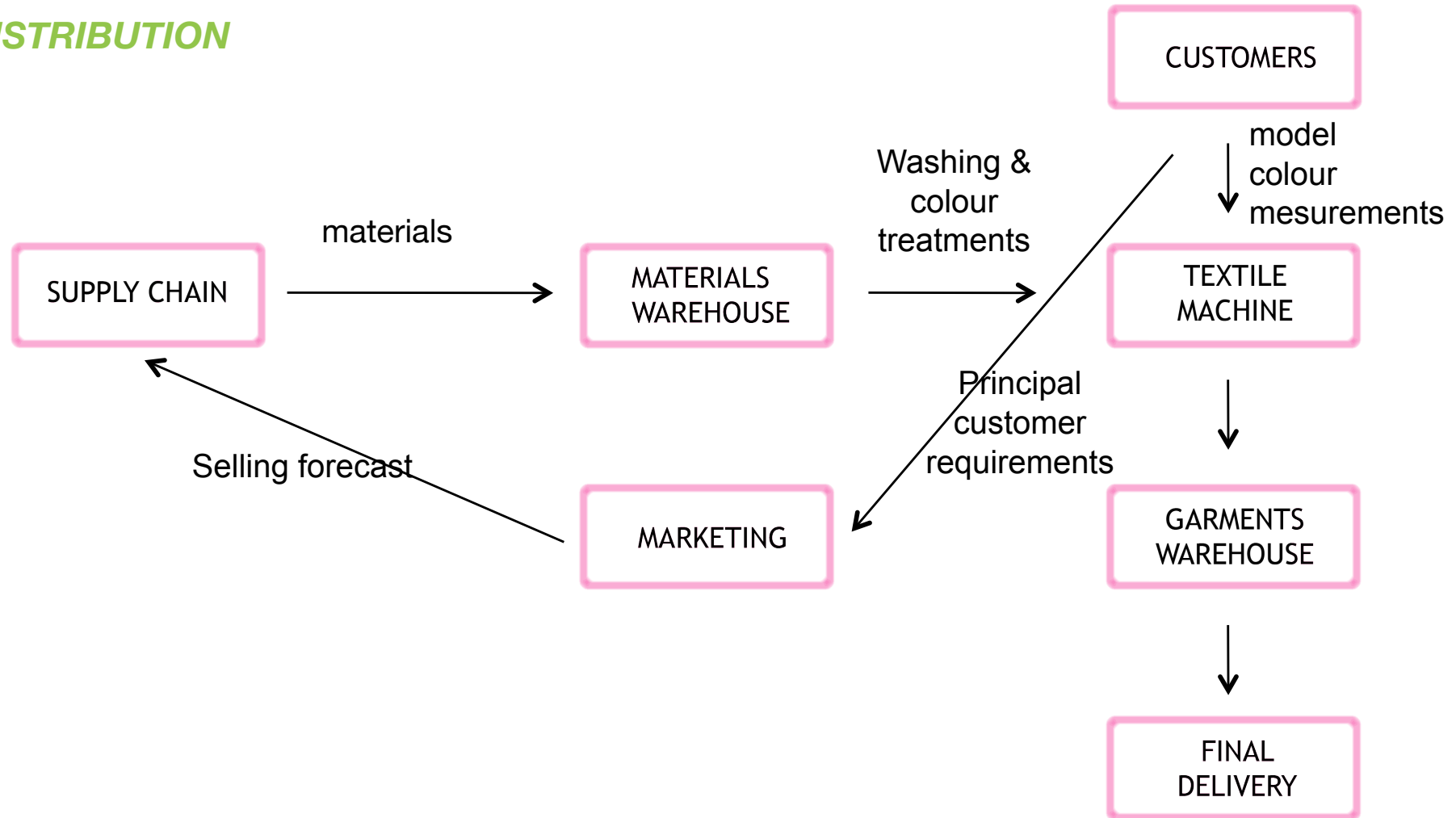
Invoice



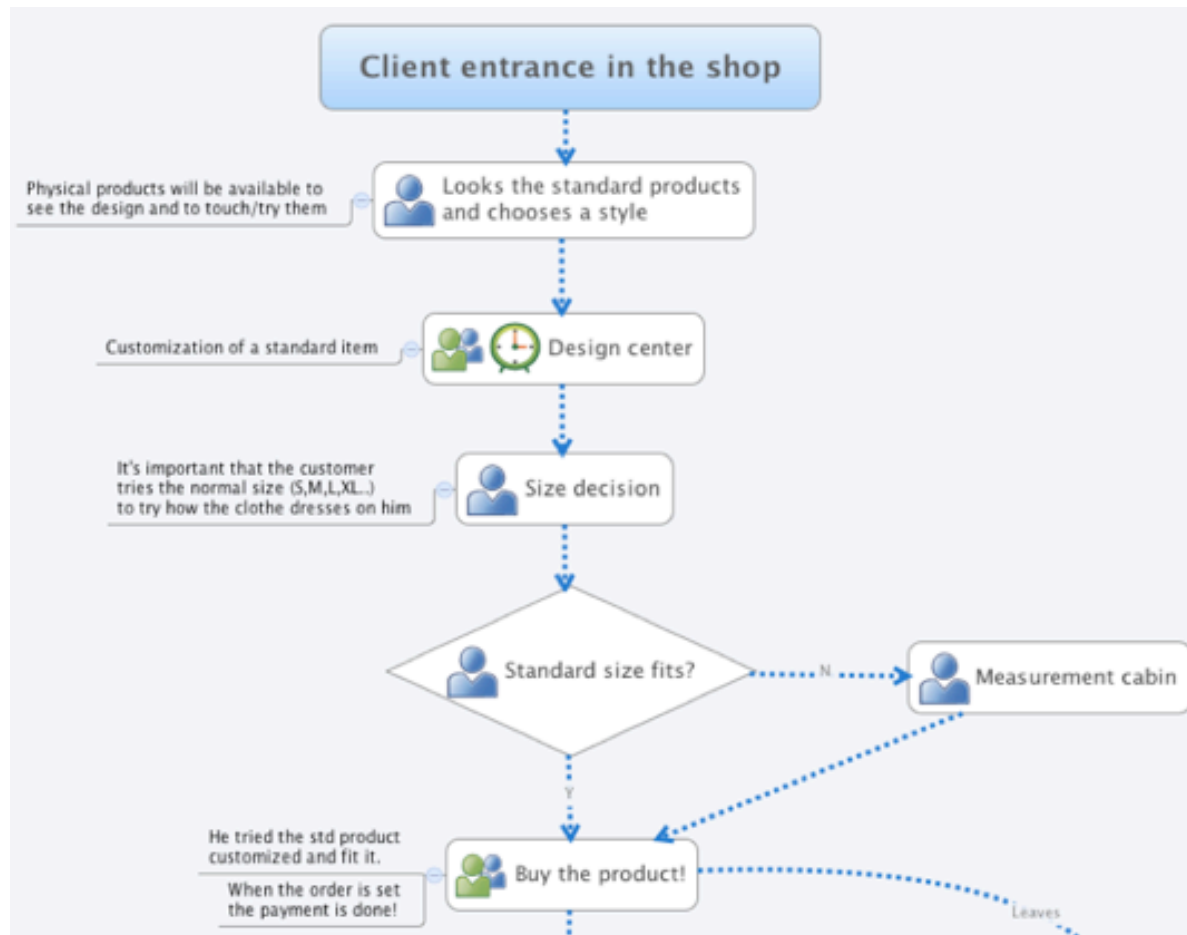
Statistics



IN LOCO DISTRIBUTION

DISTRIBUTION

CLIENT INVOLVEMENT



Steps

- Choose a standard product
- Customize it
- Choose the size
- Buy it



RELATION WITH STAFF

FROM THE TRADITIONAL STAFF OF A BOUTIQUE

“When a customer goes into a store he looks first at the service and, if he appreciates it, he could buy something”

Two possible figures

- Designer
- Shop assistant



People is used to be served in every phase of the purchase



RELATION WITH STAFF

...TO A NEW CONCEPT OF STAFF

“Assuming a new experience for the customer, we must also search a new way of relating with him”

“Important news about this aspect can come from field of technology”

- Designer
- Technological system and/or shop assistant



There could be a shop assistant, but for some activities he should be replaced by some new technological systems

Schmitt: SEM (Strategic Experiential Modules)



RELATION WITH STAFF

*EXAMPLES OF NEW CONCEPTS OF “STAFF”***Prada**
LA, NY,
San Francisco

- Here it is used the Radio-frequency identification (RFID) that provides different information about the item chosen

Mi-Tu
Hong-Kong

- Thanks to RFID tags the dress is projected on a mirror, while a software suggests pairings with other items or accessories





PAYMENT METHOD AND SPECIAL OFFERS

USUAL METHOD OF PAYMENT

- **Payment in store** with the usual method by ready cash or credit card
- **Payment online** with credit card
- **Installments** for large amount (?)



PAYMENT METHOD AND SPECIAL OFFERS

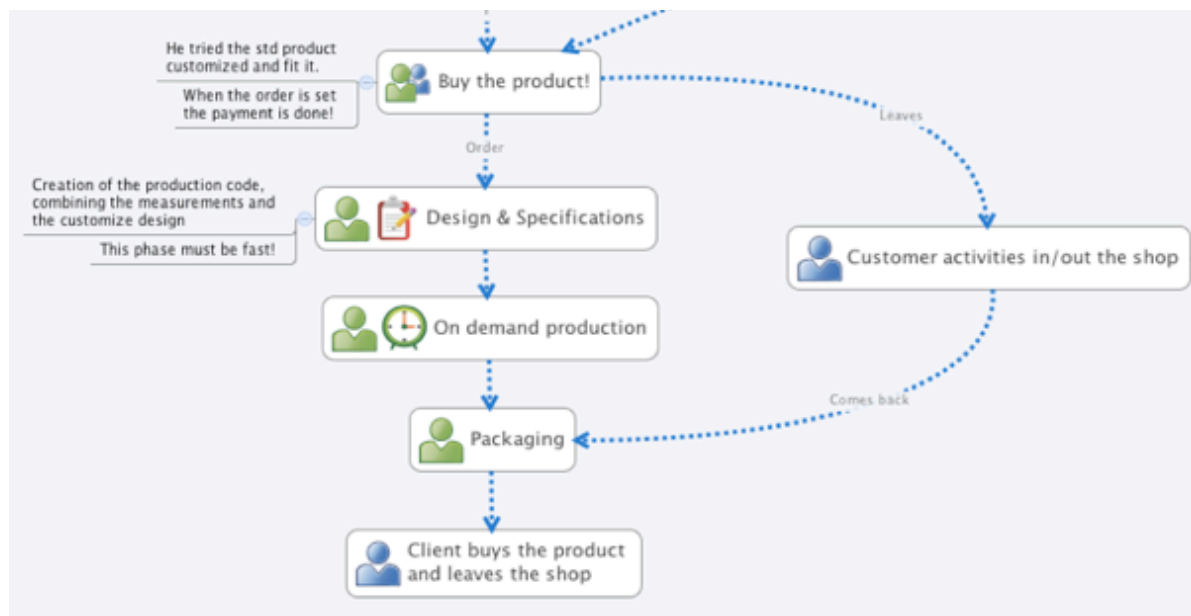
REGULAR CUSTOMERS

"It can be imagined to provide special rights and offers for regular customers"

- Fidelity card offering special privileges
- Invitations to events held in store
- Communications and offers through the website of the store, after registration



MATE TO ORDER PRODUCTION



Steps

- Design & Specification
- On demand production
- Packaging
- Deliver

MANAGEMENT AND PLANNING OF THE WAITING ACTIVITY

NEW CONCEPT OF “LEISURE TIME”

“Time in which people are free having any obligation or compulsory to do anything”

“Time used by to satisfy their psycho-physic need”

- Free time as scarce asset
- People are willing to pay in order to have free time and to spend it in the best way
- Re-allocation of leisure time in various moment during the day
- Daily life as a combination of different activities



People expect to be entertain in every moment
e.g., during shopping, in a bank, on a airplane, during work



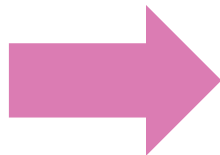
MANAGEMENT AND PLANNING OF THE WAITING ACTIVITY

BRANDING RETAILTENMENT

“New format (e.g., flagship store, concept store, corner...) which are able to integrate the retail function with the shopping experience dimension, joining the brand image and entertainment”.

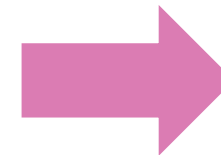
Element for experience

- Sense e.
- Feel e.
- Think e.
- Act e.
- Relate e.



Seven level of entertainment

- Atmosphere
- Show
- Time valorization
- Merchandising
- Innovation
- Food
- Play



To fulfill
integrated
bunch of need
e.g., amusement,
relationship,
socializing and
purchase



MANAGEMENT AND PLANNING OF THE WAITING ACTIVITY

TWO WAY FOR ENTERTAINING

“Entertainment as way to enrich the purchase experience, to strengthen the relationship with the demand and to differentiate oneself from competitors”

Performance

- musical
- artistic
- theatrical
- fashion show
- conferences
- new product launch



Shop = where live
the branding
experience and
stage the product



MANAGEMENT AND PLANNING OF THE WAITING ACTIVITY

CONCEPT STORE AS A PLACE OF PERMANENCE

To Entertain in order to

- hold the customer also without purchase
- increase the visit frequency
- increase the sales
- make the shopping more pleasant
- have sales during the all day because of the presence of different activities
- reduce the perceived waiting time
- convey a brand-way-of-live

“Shop not only as a place of purchase, but also as a place of entertainment where it is pleasant spending the free-time”



Time in the
shop as a way
to spend
free-time



WAITING ACTIVITIES

EXEMPLE OF WAITING ACTIVITIES

Prada
LA, NY, San
Francisco



- Multifunction area
- Display for projection
- People select atmosphere with virtual lift
- Media stage

Rosenthal
Milano



- Haute couture for the table: the art of set the table
- Cooking area with a kitchen for courses and meeting

Sony
gallery



- Refreshment area
- Area for playing with Play Station
- Listen to music, surf the web
- Area for editing a film



WAITING ACTIVITIES

EXEMPLE OF WAITING ACTIVITIES

Ferrari Roma



- Ferrari stable history
- Internet area
- Kids area with driving simulator
- Publishing area

Hermes Tokyo



- Museum
- Multimedia area
- Workshop for maison craftsman

Bulgari Osaki, LA, NY



- Coffee corner
- Chocolate pot where chocolate is exhibited as in a jeweler



WAITING ACTIVITIES

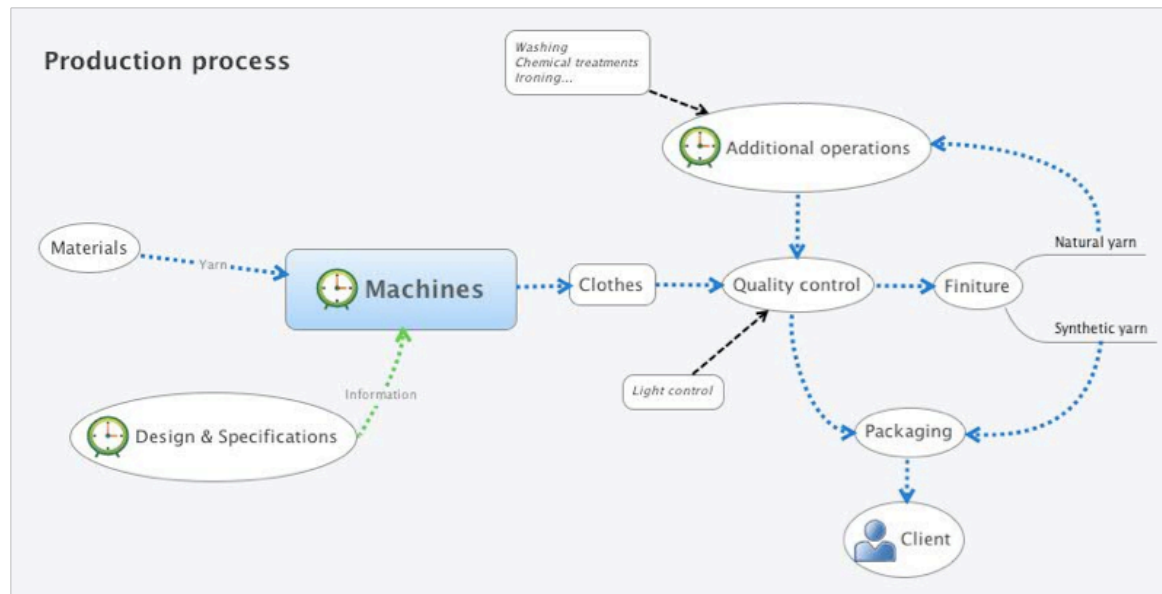
IDEAS FOR FAS.P.onSITE

- Workshop area in knitting area
- Café or Restaurant with thematic allusion to the knitting world
- Technological corner for achieving experience with the Shima software
- Fashion show area for launch of new items
- Competing area where the best product design by customer are exhibited
- Art temporally exhibition area
- Relax area where listening to the music, have a meeting, read some fashion magazines
- Multimedia corner where new trend are shown, brand image and atmosphere is conveyed



PRODUCTION PROCESS

PRODUCTION



Steps

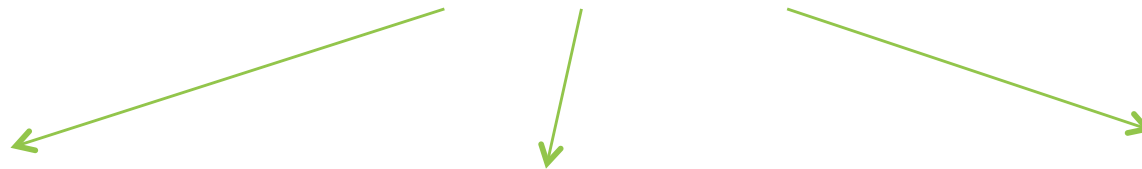
- Design & Specification
- Materials
- Production
- Quality control
- Post production treatment
- Quality Control
- Packaging



SOFTWARE ANALYSIS

IT RESOURCES

Three main components



Custom software

aim of this software is
provide a tools in
order to define and
design a dress

Database

essential to save all
information about
clients and dress
(standard and
personalized)

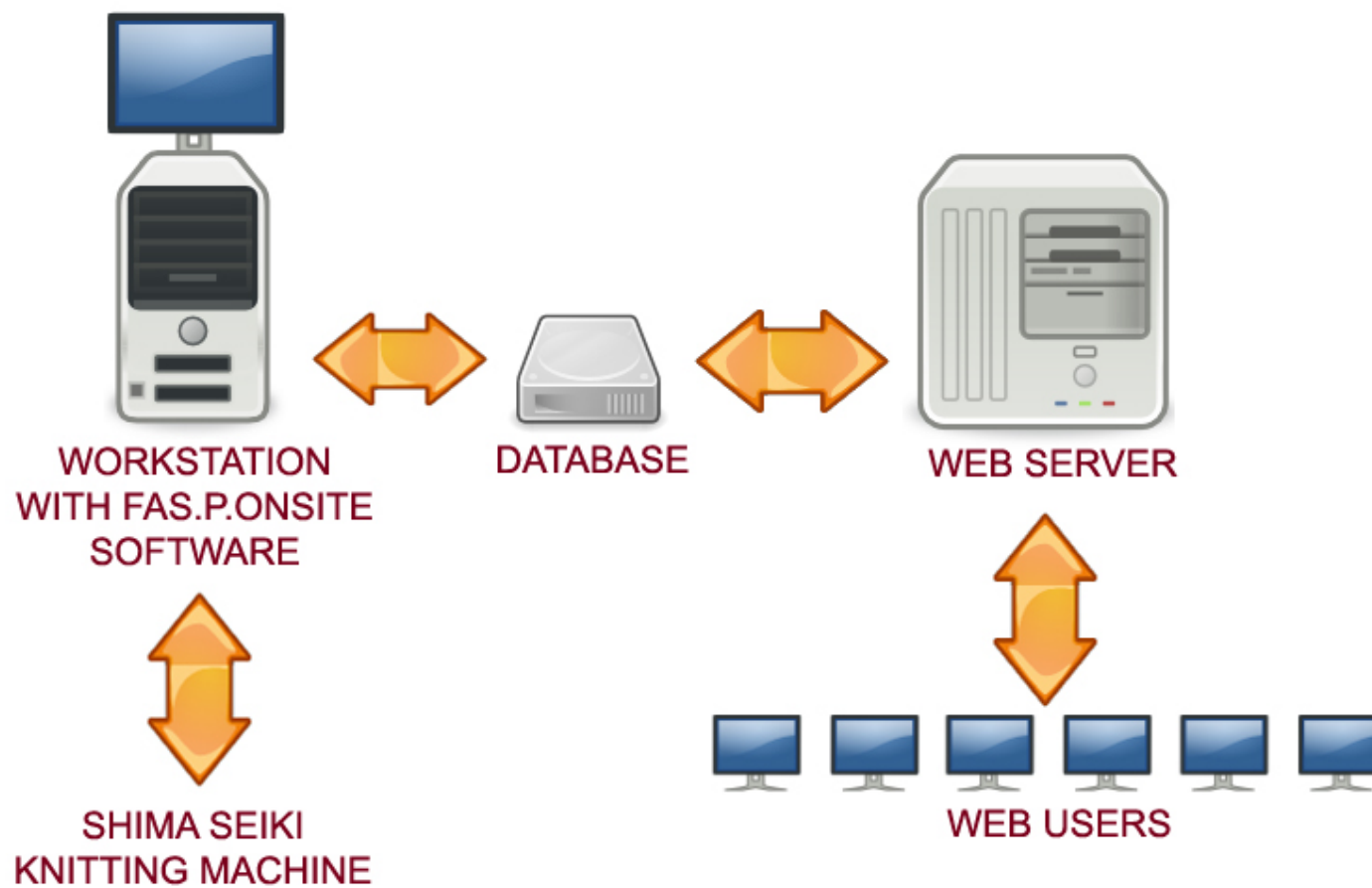
Web server

web site for users that
want access at home
to Fas.p.on.site
functionalities



SOFTWARE ANALYSIS

IT SCHEME



SOFTWARE ANALYSIS

AUDIENCE: WHO ARE THE USERS

Two types of users

Customers

- Various and different experience level of the users
- New costumer doesn't know the software and they don't have too much time too learn how to use it
- Normally not expert in design

Design assistant

- High experience level also in software for designer
- Expert in design
- Deep knowledge in Fas.p.on.site software (a design assistant must be trained in the use of the software)



SOFTWARE ANALYSIS

LEVELS OF USABILITY

The design interface must be designed in order to allow non expert users to define the main characteristics of their dress. Design assistant will help consumers and will design complex details.

Due to the difference between users we need two different levels of usability in the design phase.

1.Interface easy to use.

The user must be guided in their choices.

Easy access to main design functionalities with the use of intuitive icons.

Possibility to access to complex functionalities for the more expert consumers.

2.Complex interface to define all the details

Possibility to switch to a classic design interface



SOFTWARE ANALYSIS

MAIN FUNCTIONALITIES

- User login
- Access to the database to load standard dress and user's dress
- Design a dress
- Selection and display of materials
- Definition of the customer's measures
- Price calculation
- 3d preview
- Save the design in a format readable from Shima Seiki in order to be able to produce the dress
- Save in the database the dress designed by user
- All the functionalities must be





SOFTWARE ANALYSIS

DATABASE PATTERN

- Shared between the software and the website
- Users information (User name, personal data, dress designed)
- Location of standard dress
- Location of dress designed by users



SOFTWARE ANALYSIS

WEB SITE FUNCTIONALITIES

- Same functionalities of the software.
However is not possible to have all the tools for the design in a web interface: the dress design interface in the web site must be more standard dress based
- Definition of a social network: consumers can share own creation and can know other people in the network
- The web-site will be a good advertisement for Fas.p.on.site and must be designed in order to attract consumers.





CONTROL

ONE STEP-ONE CONTROLS

A QC should be perform at every production phase

Raw material

Yarn

Color

Final product



SUPPLIERS CONTROLS

Yarn

- Humidity
- Title
- Torsion
- Resistance
- Stretch
- Strength



Raw Material

- It should be properly selected
- It has a huge impact on final product quality
- It is better not to mix raw material of different origins
- The choice of the supplier is crucial



QUALITY CONTROL

IN HOUSE CONTROLS

Color

- Tone
- Uniformity
- Solidity



Yarn

- Smoothness
- Strength

Final Product

- Both controls by hand and in laboratory
- The whole production should be checked
- People who check the product must be experienced
- Laboratory check test are for wash, tear and scratch resistance





DELIVER OF FINISHED GARMENT

DELIVERY FOR IN-STORE SHOPPING WITH FAST WORKING

“The delivery of the item can be done in a traditional way or in a mechanized one, following the idea previously suggested about the relation with staff”

- Traditional delivery by a shop assistant

- Technological delivery with a conveyor belt system



**A traditional
system
vs
a renewed one**



DELIVER OF FINISHED GARMENT

EXAMPLES OF RENEWABLE CONVEYOR BELTS

Supermarket



Japanese restaurant



Airport



○The conventional conveyor belt used in supermarkets, Japanese restaurants or airports could have a restyle and be used to deliver the garment to the customers



DELIVER OF FINISHED GARMENT

DELIVERY FOR ONLINE SHOPPING OR LONG WORKING

“The home delivery system can be taken into account in the case of very long working or after the on-line purchase”



Home delivery



People could want to not wait in store or buy their garment by internet

