



Org Profile



**Leadership**



Customers



Strategy



People



Processes



Knowledge



Results

# Leadership



# What do I need to know about Kino's leadership team?

- How the management develop and communicate vision and values to staff?
- What are the practices adopted to support these values?
- How Kino Biotech actively supports the community and involves staff in these programmes?

# How our values translate into action



People

Responsibility

Innovation

# What does innovation mean?

## Health



## Beauty



Product Innovation

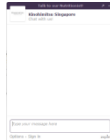
## Detox



## Men



“Ask Tiffany”  
Customer Service Helpline



Live Chat

Customer-Centric Service Innovation

## VEND POS



Constant Process Innovation



## E-commerce



Business Model Innovation



# How our values translate into the things we do?

## Initiatives

**People** - To promote teamwork, trust, respect and continuous self improvement. To compete intensely and win. To create value for consumers, staff and stockholders

- Overseas exposure for staff to Malaysia office and in China
- Food sampling by staff (e.g. whole sales & marketing team went on a diet meal trial for 2 days)
- Encouraging staff through incentive treats upon crossing of each business milestone
- Regular meetings with middle and senior management
- Annual Performance Appraisal
- Top sales promoter of the month
- Tiered sales commission structure

**Responsibility** - To be responsible, ethical and to contribute to society and communities in which we operate.

- Sponsorship of charity events like Run & Raisin (Sep 2015), Walk for Wellness (Mar 2015)
- Organising of wellness-related events (e.g. Tampines Mall Wellness Smooth'D event with Zumba and Body Combat sessions)
- Kinohimitsu Health Seminar (Nov 2015)
- Mothers' Day campaign (2015)

**Innovation** - To be creative, resourceful, adaptable and proactive. To challenge existing alternatives to develop quality healthcare and beauty products and services through science-based evidence.

- Weekly department meeting to discuss about
- Special workgroups to resolve operational bottlenecks (e.g. POS)
- Encouraging staff to take ownership of brand campaigns
- Openness to new marketing efforts (e.g. Maca Men digital marketing campaign)
- Company-wide LEAN training
- Whatsapp Group Chats
- Marketing research and analysing customer feedback

# Staff Engagement & Welfare

- Team breakfast treats
- Afternoon snacks
- Company dinners & incentive treats
- Department outings
- Annual Company D&D
- Special events (e.g. CNY Celebrations, Christmas Gift Exchange)
- (Upcoming HR Initiative) Birthday month for staff



# Recognizing efforts by staff

## Attending award presentation dinners

e.g. Watson's Health & Beauty Awards 2015



## Company dinners

For the crossing of new sales milestones



## Overseas exposure for future development

e.g. Singapore-Malaysia design team collaborations



# Performance & Recognition

- The middle management uses regular group/team meetings, effectively to do goal-setting, encouragement and performance management
- Rewarding outstanding sales promoters:
  - ✓ Best Groomed Promoter
  - ✓ Outstanding Promoter
  - ✓ Top Promoter
- Sales commission (for promoters)
- Incentive treats
- Opportunities for further learning and staff development



One of our sales promoters, Ms Foo Suan Lan, was also recently awarded the Best Health Advisor award during Guardian Health & Beauty Award 2015.



# Responsibility & Innovation

**We believe in giving back through charity events**

e.g. Run & Raisin 2015 (Sep 2015),  
Walk for Wellness (M)



**We innovatively partner new events**

Building brand associations through events like Digital Fashion Week (Nov 2014), White Party Sentosa Freedom to Love (Apr 2015)




**We innovate by using new media channels to engagement our customers**

E.g. Media shoutout for launch of BG Diamond and engagement camapigns on Mothers' Day (2015) & Maca Men Digital Campaign

# Promoting Learning & Customer Centricity

## E-learn Portal (new)

For training of new & existing sales promoters and as a knowledge management tool




**(NEW) JointPro 360**

Body/Joint Ache

1500mg Glucosamine 1200mg Chondroitin 500mg Methylsulfonylmethane (MSM)

Mix into 150ml lukewarm water. Take one sachet a day after meal, or as professionally prescribed. Severe Pain - 12 week program. Moderate Pain - 8 week program. [more...]

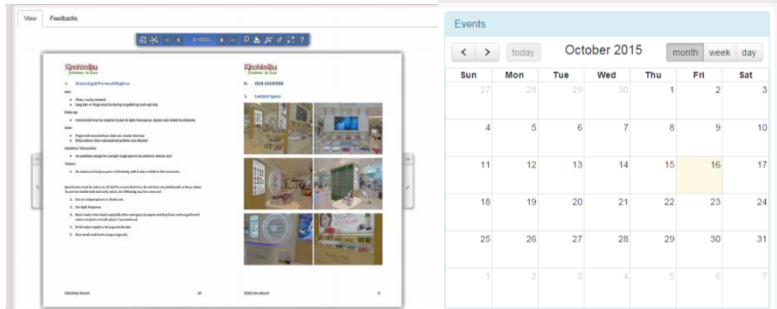


**(NEW) Maca Men**

Immunity, Enhancement, Liver Health

Rich in zinc, calcium, iron and plant sterols. Client Extract is also rich in zinc and amino acids. Turmeric, Curcumin, Taurine & Branched Chain Amino Acid (BCAA)

Usage: 1 bottle a day before meal. Shake well before drinking. Keep chilled for delicious taste. For optimal health, drink at least 8 glasses of water a day. [more...]



## Training videos (upcoming)

For e-learn purposes and training new staff



to help us deal with all of life's everyday challenges



Kinohimitsu improves your life by giving you energy without intruding your time and energy



And you do this with natural ingredients that are Scientifically Proven to be Effective



Our colon and intestines might still be with some old, gritty, hardened wastes

## Customer Satisfaction Survey (new)

Developing a customer-centric service culture

**KINOHIMITSU**  
FREEDOM TO LIVE

Rate Our Service   Catalogue   Videos   Member Login



**THE SECRET TO WELLNESS AND A WHOLESOME LIFESTYLE**  
Start your beauty journey with us today

How Satisfied are you with our services?



Very Unsatisfied



Unsatisfied



Neutral



Satisfied



Very Satisfied