



Org Profile



Leadership



Customers



Strategy



People



Processes



Knowledge



Results

Processes



What do I need to know about processes?

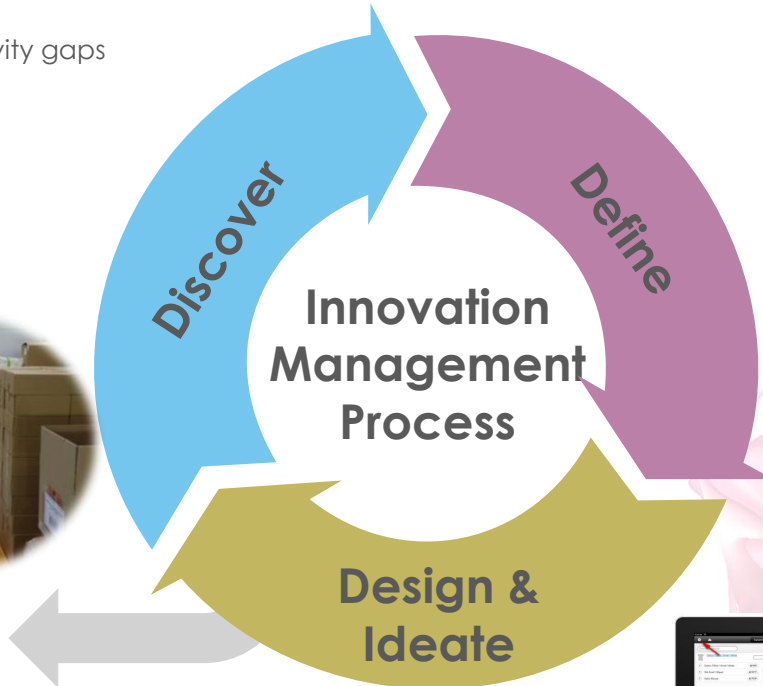
- How Kino Biotech manages and improves its key processes to deliver customer value for our company's success and sustainability.
 - How new products and services are designed and implemented?
 - What are key business and support processes and their requirements
 - How Kino Biotech manages and improves these processes?
 - How it selects suppliers and partners to fit the Kino Biotech overall strategy.

We try to innovate in our day-to-day processes

We discover productivity gaps and bottlenecks



- New SOPs
- Pilot project
- Special project team established to look into feasibility of project

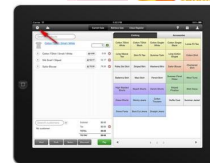


We design solutions!




We review processes and define objective for improvement.





Your Right Choice
Healthy. Natural. Effective
Safe. Convenient. Delicious




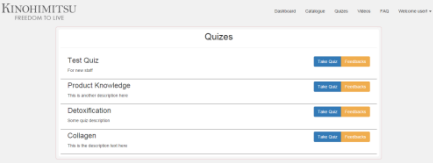
Innovation of New Products

	JointPro	Maca Men	Smooth'D
Discover	<ul style="list-style-type: none"> Customers with joint issues are popping over 9 tablets (of glucosamine) in a day Inconvenient and difficult to consume 	<ul style="list-style-type: none"> Where fitness & wellness is concern, there is a high demand for sports & energy drinks Men are looking for energy, performance, muscle strength and health 	<ul style="list-style-type: none"> High cost of healthy food Lack of time due to busy schedules Isolation due to the important role of food in Asian socialisation Climate conditions
Define	An all-in-one solution to your joint problems	A power shot for men	Cleansing on the go
Design			<p>Your Right Choice Healthy. Natural . Effective Safe . Convenient. Delicious</p> 

Innovation of Service Offerings

	EyeBright	Kinohimitsu Beauty Bar
Discover	<ul style="list-style-type: none"> • Children spend a lot of time watching different screens • The usual plastic packaging may be rough on the edges when torn open 	<ul style="list-style-type: none"> • Customers want to know how products taste before buying them. • Typical modern trade retail area offers little room for customers to trial our products and give feedback.
Define	Change the product packaging to paper instead	Sampling bar retail concept
Design		

Innovation of Business Processes

	VEND POS System	E-learn Portal
Discover	<ul style="list-style-type: none"> • Opening of new OG outlets • Tedious stock taking, inventory tracking and reporting processes • Stock levels not viewable by HQ 	<ul style="list-style-type: none"> • Many SKUs and upcoming new products • Product knowledge retention is an issue amongst staff, especially incoming new staff
Define	A cloud-based POS & inventory management system	An online learning portal and knowledge management repository
Design		

Kino Biotech Key Operating Processes

Operating Processes	Performance Measures
Sales & Store Operations <ul style="list-style-type: none">• Ensure delivery of high quality customer experience	<ul style="list-style-type: none">• Achieve store sales target• Adequate staffing at outlets• Customer satisfaction score• Cater promotions for buyers / retailers• Ensure goods returned are in good condition
Online Sales Operations <ul style="list-style-type: none">• Ensure delivery of high quality customer experience• Address customer enquiries and feedback	<ul style="list-style-type: none">• Achieve sales targets for each e-marketplace & our own Shopify e-shop• Ratio of customer compliments-to- complaints ratio
Marketing and Brand Management <ul style="list-style-type: none">• Improve brand equity and support sales efforts• Handle customer feedback• Maximise sales and profits	<ul style="list-style-type: none">• Raise brand awareness and brand profile• Achieve quality engagements and content• Grow customer database (customer conversion)• Achieve returns on marketing investment• Ensure satisfactory service recovery and customer service support
Distributor Management	<ul style="list-style-type: none">• To provide accurate product forecast
Logistics	<ul style="list-style-type: none">• Optimising on-time delivery of orders to DSKH, OG and online customers• Ensure proper packing of goods to minimise product returns from customers & DKSH

Kino Biotech Support Processes

Support Processes	Performance Measures
HR <ul style="list-style-type: none">• Provide effective HR support	<ul style="list-style-type: none">• Recruitment : Fulfillment of manpower needs• Staff attrition rate• Sick-leave• Performance appraisal
Product Development <ul style="list-style-type: none">• To look into product development & how to commercialise	<ul style="list-style-type: none">• No. of new products to be launched
Finance <ul style="list-style-type: none">• Provide effective financial support	<ul style="list-style-type: none">• Timely financial information for managerial decision making• Accurate quarterly financial reports• Timely payment of suppliers• Annual budgeting

Process Management & Improvement

Key Operating Processes	Performance Measures	Mechanism
Sales & Store Operations	<ul style="list-style-type: none">• Monthly store sales target and report• Daily product report and sales summary• Monthly stock movement report• Monthly stock balance report	<ul style="list-style-type: none">• Daily stock count• Update VEND POS• Fax over daily product report and sales summary• Monthly reconciliations against OG sales memo• Monthly sales promoters meeting• Bi-monthly meeting with OG• Quarterly promoters' roster• Product knowledge quizzes• Annual budget• Promoters' Whatsapp group• Annual Performance Appraisal
Online Sales Operations	<ul style="list-style-type: none">• Monthly online channel sales report	<ul style="list-style-type: none">• Weekly channel sales report• Weekly sales & marketing meeting• Monthly EXCO meeting• Annual budget• Annual Performance Appraisal

Process Management & Improvement

Key Operating Processes	Performance Measures	Mechanism
Marketing and Brand Management	<ul style="list-style-type: none">• Annual sales• No. and nature of compliments• No. and nature of complaints• Customer database• Facebook and instagram following and growth in new followers	<ul style="list-style-type: none">• Annual budget• Quarterly media plans and digital media plans• Monthly social media plans• Monthly ADEX report (for competitor analysis)• Weekly sales and marketing meeting• Weekly service report• S&M Whatsapp chat group• SG Ideas Whatsapp chat group• Quarterly cross department meeting• Annual review of VM for retail outlets• Annual Performance Appraisal

Process Management & Improvement

Key Operating Processes	Performance Measures	Mechanism
Distributor Management	<ul style="list-style-type: none">• Monthly sales and gross margins• Annual sales & gross margins	<ul style="list-style-type: none">• Quarterly product forecast• Monthly sales report• Monthly meeting with DKSH
Logistics	<ul style="list-style-type: none">• Inventory level• Amount of stock ordered• Delivery schedule and time• Inventory aging report	<ul style="list-style-type: none">• Daily delivery schedule• Daily stock order picking list• Daily tea breaks• Twice weekly stock requisite forms from sales departments• Quarterly plans for sales promotion mechanics with a fortnightly review of stock ordering• Annual Performance Appraisal



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Supplier and Partner Management



Supplier and Partnership Management

	Identify and Select	Relationship Management
OEM Factories and Labs	<ul style="list-style-type: none"> • Regulatory requirements and certifications • Quality assurance • Cost 	<ul style="list-style-type: none"> • Visits • Regular reports / emails / phone calls.
Distributor (DKSH)	<ul style="list-style-type: none"> • Distribution network • Service level • No. of merchandisers • Delivery processes • Warehousing conditions • Cost 	<ul style="list-style-type: none"> • Monthly meetings with DKSH • Dedicated product manager • Monthly sales report
Department Mall (OG)	<ul style="list-style-type: none"> • Customer database • Store location • Tenant mix • Business requirements • Reputation of mall 	<ul style="list-style-type: none"> • Bi-monthly meeting with OG
Online E-marketplace	<ul style="list-style-type: none"> • Customer database 	<ul style="list-style-type: none"> • Monthly meeting • Sales dashboard
Government Partners	<ul style="list-style-type: none"> • Business related • HR and manpower related • Retail related 	<ul style="list-style-type: none"> • Participation in initiatives, programmes and study missions • Account manager(s)