KINOHIMITSU

FREEDOM TO LIVE

	WK	WK	WK	WK	WK	WK	WK	WK	WK	WK	WK	WK	WK	WK	WK				WK 1				Openin
Activity	16 15 14 13 12 11 10 9 8 7 6 5		4	3	2	Day 7	Day 6	Day 5	Day 4	Day 3	Day 2		g										
SITE SELECTION																							
Distribution Agreement Signed																							
Identify potential site																							
Select site and submit site selection checklist																							
Approval by Principal																							
Site confirmation & sign lease with landlord																							
Source for Renovation Contractor																							
BOUTIQUE SETUP & DESIGN																							
Distributor submit floorplan & design to Principal																							
Principal to approve floorplan & design																							
Design discussion & amendments																							
Confirm design & plan project schedule																							
Submit design to landlord																							
Appoint contractor																							
Develop perspective & construction drawings																							
Order equipment																							
Start Renovation																							
Initial Order to delivery																							
Purchase CCTV (if applicable) telephone, fax machine and other electronic appliances																							
Prepare In-house Collaterals																							
Apply for telephone line, fax machine line, internet account, etc																							
Apply for insurance, licenses, Permits (where applicable)																							
Delivery and installation of equipment																							

FREEDOM TO LIVE

Activity	WK	K WK										WK 1		Openin									
ACIIVIIY	16	15	14	13	12	11	10	9	8	7	6	5	4	3	2	Day 7	Day 6	Day 5	Day 4	Day 3	Day 2	Day 1	_l g
RECRUITMENT																							
Place Advertisement for key positions																							
Conduct Interviews for key positions																							
Boutique Manager Training in Singapore																							
Place Advertisement for Operations positions																							
Conduct Interviews																							
Selection & Hiring																							
Train Operations staff																							
PRE-OPENING MARKETING																							
Source for agency (PR, Design) and selection																							
Approval by Principal on the shortlisted agency (PR. Design) and plans Finalise media schedule / publicity plans /																							
desians Plan for Pre-Opening Marketing Activities & Mechanics Place order on marketing items, in-store																							
collaterals																						┟───┨	
Send Media Invites]																						
Delivery of marketing items & in store collaterals																							
Soft-Oepning																							
Media Kit Ready																							

FREEDOM TO LIVE

Activity	WK 16	WK 15	WK 14	WK 13	WK 12	WK 11	WK 10	WK 9	WK 8	WK 7	WK 6	WK 5	WK 4	WK 3	WK 2	WK 1 Day 7 Day 6 Day 5 Day 4 Day 3 Day 2 Day 1						Openin g
Soft Opening Preparation																						
Renovation Handover																						
Purchase necessary stationery																						
Prepare Outlet Forms																						
Issue Uniforms																						
Arrange product display																						
Duty Scheduling																						
Dry Run																						
		-	-			-	1 W	eek to	Openi	ing		-	-	-	-							
Finalised & Compile Media List																						
Confirmation of Opening Program																						