



Org Profile



Leadership



Customers



Strategy



People



Processes



Knowledge



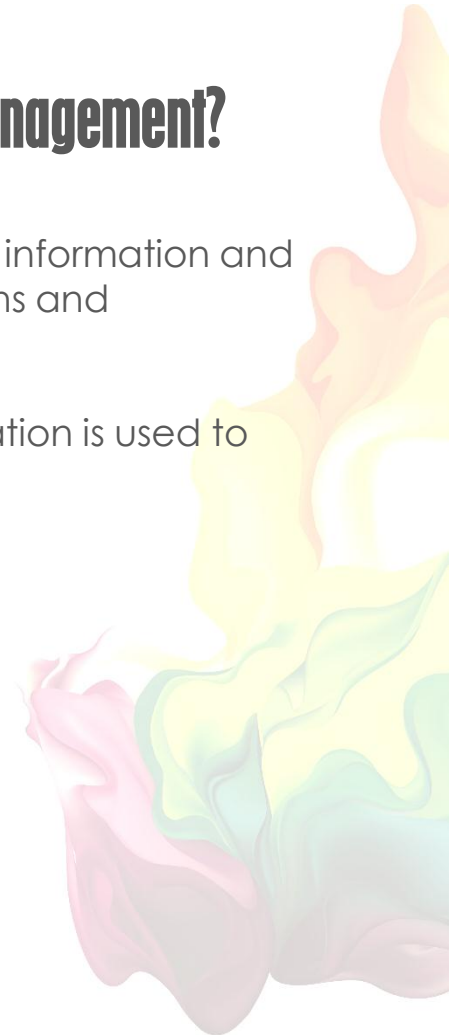
Results

Knowledge



What do I need to know for Knowledge Management?

- How Kino Biotech selects and manages data, information and knowledge assets for planning, daily operations and performance evaluation?
- How comparative and benchmarking information is used to make improvements?



Knowledge Management through E-learn Portal

E-learn Portal was developed to aid in the training and development of our sales promoters down at the shop floor.

1. Captures & retains training knowledge,
2. Improves training for new staff
3. Achieves better customer service in the long term

Features of E-learn Portal include:

- Product catalogue
- Quizzes
- Operations Manuals
- Training Videos
- Media Library
- Product FAQs
- Event calendar

The screenshot displays the KINOHIMITSU e-learn portal interface. At the top, there is a navigation menu with links for Dashboard, Users, Catalogue, Slider, Quizzes, Manuals, Videos, Media Library, FAQ, Events, and Welcome sponsor. Below the navigation, the main content area is divided into several sections:

- Announcements:** A green box containing a message: "Marketing meeting Sep 09, 2015 @ 12:00 AM".
- Pending FAQs:** A blue box with the text "No Pending Items".
- Latest Feedbacks:** A yellow box with the text "No Feedbacks".
- Events:** A calendar for October 2015, showing dates from Sunday to Saturday.
- Product Catalogue:** Three product cards are displayed:
 - D-Tox Plum Juice:** Includes an image of the product and a description: "Constipation, Constipation, Dark Plum Fruit Juice, Purified Water, Sorbitol, Rosehip Fruit Juice, Buttery Concentrate, Mandarin, Blackberry Concentrate, Dark Plum Fruit Juice, Citric Acid".
 - JointPro 360:** Includes an image of the product and a description: "Body, Joint Pro, 1000mg Glucosamine 2500mg Chondroitin 500mg Methsulfonamide Potassium 1000mg".
 - Maca Men:** Includes an image of the product and a description: "Immunity, Enhancement, Lower Health Risk to use. Contains one (1) per sachet. Open Sachet to also mix in 200 ml warm water, Tapwater, Coconut, Tea or Juice. (Do not mix with Soda). Usage: 1 sachet 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." (Note: The text in the image is partially obscured and appears to be a mix of English and another language, possibly Thai or Vietnamese, but the general structure is as described).

At the bottom of the screenshot, there is a "Feedbacks" section showing a list of user comments and a "Media Library" section displaying a grid of images related to the products.

Knowledge Management

- Shared drives
- Regular product training for existing staff
- New product training and sampling
- Product FAQs
- SOP Guides (Outlet operations, Brand guidelines)
- Staff induction training
- Regular operations briefing by manager
- Microsoft AX ERP system
- VEND POS Mobile Application
- CRM system and hardcopy customer information forms

Analytics for Performance Management

- CRM (VEND POS, OG, Mailchimp)
- ERP (procurement, financial management, sales & marketing, project accounting, supply chain management, business documents customisation)

Use of Information

- External reports for benchmarking - e.g. ADEX report (marketing spend by competitors), SPRING's retail industry productivity benchmarking reports, brand audit by Brand Finance
- Overseas study trips to learn best practices – e.g. China, New York, London, Spain
- All information gathered are reviewed by management during monthly EXCO and weekly operations meetings to aid in goal setting and action planning.

Competitive Marketing Positioning

