



Org Profile



Leadership



Customers



Strategy



People



Processes



**Knowledge**



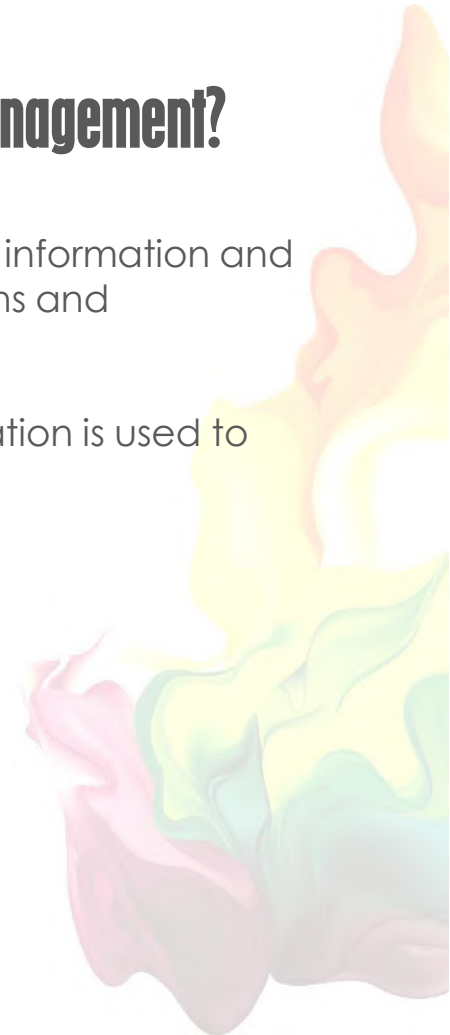
Results

# 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

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FREEDOM TO LIVE

Dashboard Users Catalogue Slider Quizzes Manuals Videos Media Library FAQs Events Website Expansion

**Announcements** [View All](#)

Marketing Meeting Sep 16, 2015 @ 12:00 AM

**Pending FAQs**

No Pending Items

**Latest Feedbacks**

**Events**

October 2015

Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5	6
7	8	9	10	11	12	13	14
15	16	17	18	19	20	21	22
23	24	25	26	27	28	29	30
31							

**D-Tax Flax Juice**

Compare/Details

One Month Trial Juice, Perfect Taste, Control Blood Sugar, Juice, Bloating, Constipation, Irritable Bowel, Constipation, Clean Intestine, Clean Blood

Take one bottle a day, immediately for six days. There is no special diet required to accompany the consumption of D-Tax Flax Juice. For more info: [View All](#)

**NEW! JointPro 360**

Details/View All

Helping Osteoarthritis, Stiffing, Osteoarthritis, Stiffing, Osteoarthritis, Stiffing, Osteoarthritis, Stiffing

Take one bottle a day, immediately for six days. There is no special diet required to accompany the consumption of D-Tax Flax Juice. For more info: [View All](#)

**NEW! Moss Men**

Compare/Details/View All

Take one bottle a day, immediately for six days. There is no special diet required to accompany the consumption of D-Tax Flax Juice. For more info: [View All](#)

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Feedback

**Questions**

- 1. How many bottles of D-Tax Flax Juice should I take per day?
- 2. Can I take D-Tax Flax Juice with my other medications?
- 3. Can I take D-Tax Flax Juice with my other supplements?
- 4. Can I take D-Tax Flax Juice with my other vitamins?
- 5. Can I take D-Tax Flax Juice with my other minerals?
- 6. Can I take D-Tax Flax Juice with my other herbs?
- 7. Can I take D-Tax Flax Juice with my other fruits?
- 8. Can I take D-Tax Flax Juice with my other vegetables?
- 9. Can I take D-Tax Flax Juice with my other grains?
- 10. Can I take D-Tax Flax Juice with my other nuts?
- 11. Can I take D-Tax Flax Juice with my other seeds?
- 12. Can I take D-Tax Flax Juice with my other oils?
- 13. Can I take D-Tax Flax Juice with my other fats?
- 14. Can I take D-Tax Flax Juice with my other proteins?
- 15. Can I take D-Tax Flax Juice with my other carbohydrates?
- 16. Can I take D-Tax Flax Juice with my other fibers?
- 17. Can I take D-Tax Flax Juice with my other sugars?
- 18. Can I take D-Tax Flax Juice with my other alcohols?
- 19. Can I take D-Tax Flax Juice with my other acids?
- 20. Can I take D-Tax Flax Juice with my other bases?

**Media Library**

# 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

