



Org Profile



Leadership



Customers



Strategy



People



Processes



Knowledge



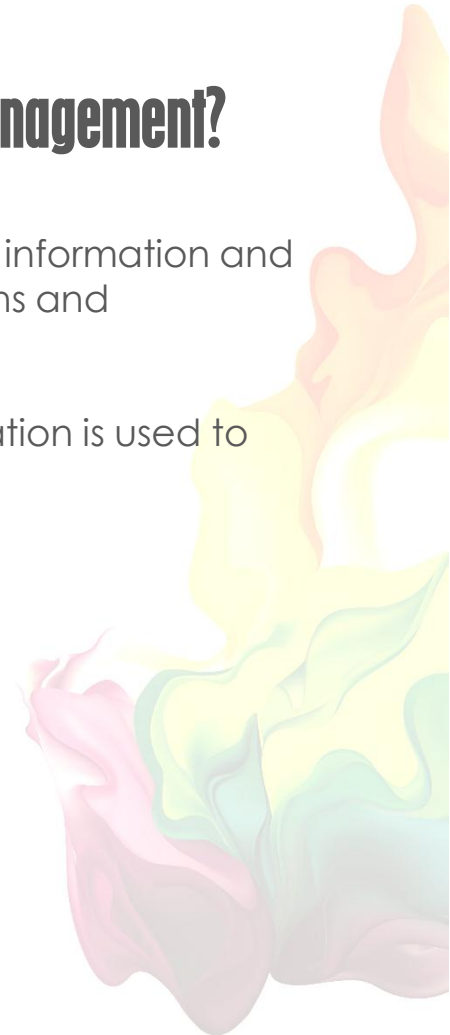
Results

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

Dashboard Users Catalogue Slider Quizzes Manuals Videos Media Library FAQ Events Welcome spensert

KINOHIMITSU
FREEDOM TO LIVE

Announcements View 2/3
Marketing meeting Sep 09, 2015@12:00 AM

Pending FAQs
No Pending Items

Latest Feedbacks

Events
October 2015

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
1	2	3	4	5	6	7

DTox Plum Juice
Constipation/Diarrhea
Dose: Plum Fruit Juice, Purified Water, Sorbitol, Rosehip Fruit Juice, Buttery Concentrate, Menthol, Bacterioly Concentrate, Black Plum Fruit Juice, Citric Acid
Take one bottle a day, consecutively for six days. There is no special diet required to accompany the consumption of Detox Plum Juice. For more info: [more...](#)

JointPro 360
Body/Lower Limb
100mg Glucosamine 220mg Chondroitin 300mg Methsulfonamide (Methsul)
Mix into 100ml Lukewarm water. Take one sachet a day after meal, or as professionally prescribed. Shake. Pair 12 week program. Moderate Pain - 8 week: [more...](#)

Maca Men
Immunity/Enhancement/Lower Health
Place in cup, add one and half glass water. Open. Shake to also mix in 200 ml warm water, Turmeric, Curcumin, Turmeric & Black Pepper, Citric Acid
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...](#)

KINOHIMITSU
FREEDOM TO LIVE

Dashboard Catalogue Slider Quizzes Manuals Videos Media Library FAQ Events Welcome moderator

View Feedbacks

Feedbacks

Feedbacks

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

