



Unit 4: Launching your Business Vision

Complete unit

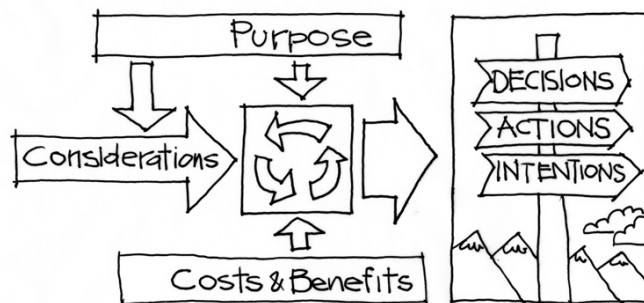
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Task 1:



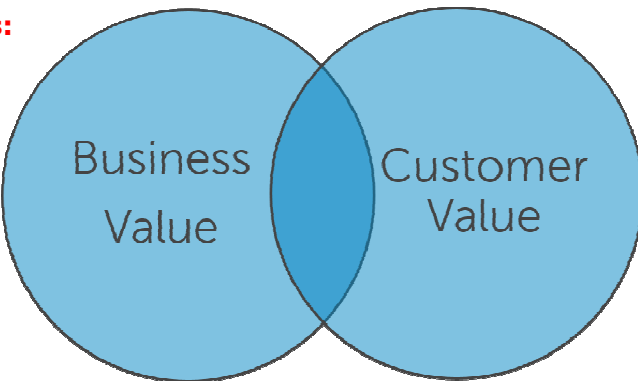
Business Values:


BUSINESS VALUE MODEL




Task 1: 


Business Values:






Task 1: 

**Business Values
Specsavers**






Task 1: 


Our vision and values
 At Specsavers, our vision is simple: to passionately provide best value eyecare to everyone, simply, clearly and consistently, exceeding customer expectations every time. How do we bring this to life?

Through our values:

Our Values - Treat people as we would like to be treated ourselves.

Passionate about:
 Our customers - the lifeblood of the business
 Our people - supporting our staff to be the best they can be
 Partnership - at the heart of everything we do
 Communities - giving back to and working with our local communities
 Results - keep it simple, get it done, deliver on our promises



Task 1: 


Culture of Specsavers:


As a family-run company, our culture is based on strong family values. We set ourselves high targets, but we get things done by doing the simple things well and developing strong partnerships that enable people to fulfil their potential.

For our customers, this means having their expectations exceeded every time they walk into a Specsavers store. For our Joint Venture Partners, it means having the support they need to build a successful business. And for our people it means having the scope and opportunity to develop their skills and build a successful career.

No matter which Specsavers team you join, you'll be encouraged to take responsibility, achieve more and have fun. In fact, we believe strongly in working hard and playing hard, so we run regular social events for our people and their families. Life's not all about Specsavers either; we encourage our teams to support all kinds of charity and community projects.


With so many development opportunities, our people are very proud of and loyal to the Specsavers brand. So it's no surprise that a majority of our partners come from within the Specsavers business.




Task 2: 

Purchase Objectives:

- de juiste goederen
- tegen de juiste prijs
- in de juiste hoeveelheid
- in de juiste verpakking
- op de juiste plaats
- op het juiste tijdstip
- op de juiste verzendingswijze
- met de juiste kwaliteit
- met de juiste leverings- en betalingscondities
- tegen de laagst mogelijke totale kosten.



Task 2: 


Purchase Objectives:

Inkopen is:

- aanpassen van het assortiment
- onderzoek doen naar het juiste product tegen de juiste condities
- een speciaal product vinden.

Bestellen is:

- een herhalingsaankoop
- een routinehandeling
- weten wat je zult ontvangen.



Task 2: Specsavers

General Purchase Objectives:

- **Kwaliteit**
- **Samestelling**
- **Merk / Designer**
- **Doelgroep**
- **Prijs**
- **Kleur, geur, smaak**
- **Allergieën**
- **Productiemethode, kweekmethode**
- **Bereidingswijze (geloofsgebruiken)**
- **Houdbaarheid (tijdloos)**
- **Gemak, Afstand**
- **Past het bij het bedrijf / doelgroep**

INKOOP + BELEID = MEER WAARDE
De strategische rol van inkoop

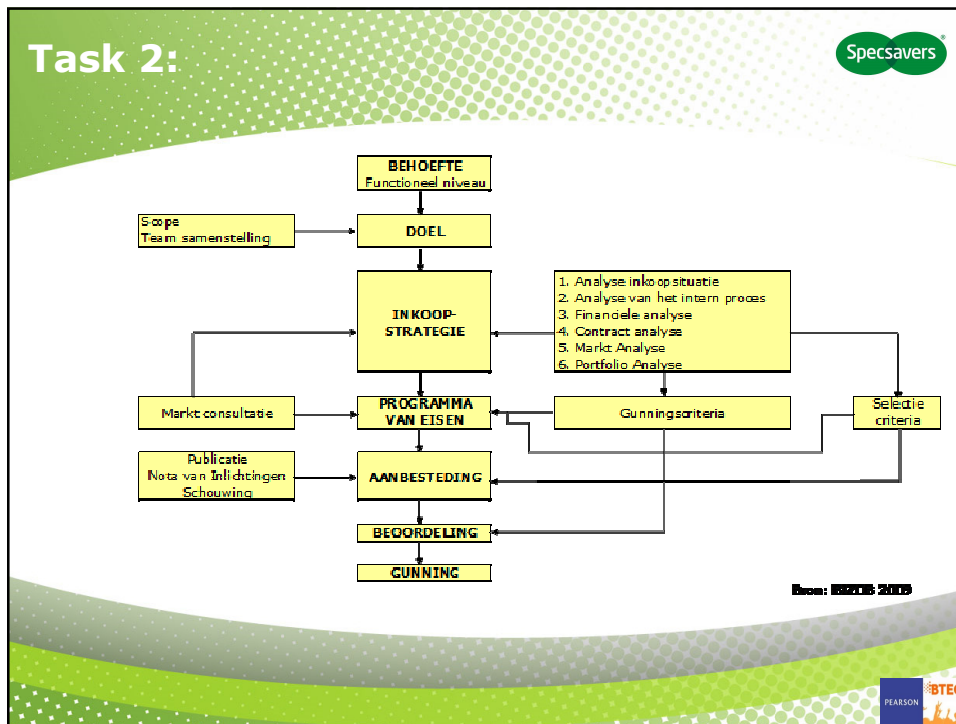
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Task 2: Specsavers

Veel gebruikte begrippen inkoopproces

The diagram illustrates the purchasing process flow from 'Klant' (Customer) to 'Leverancier' (Supplier). The process is divided into two main functional areas: 'Inkoopfunctie' (Purchasing Function) and 'Operatieve (bestel) inkoopfunctie' (Operational (order) purchasing function). The 'Inkoopfunctie' includes 'Tactische (initiële) inkoopfunctie' (Tactical (initial) purchasing function) and 'Operatieve (bestel) inkoopfunctie' (Operational (order) purchasing function). The 'Operatieve (bestel) inkoopfunctie' includes 'Bestellen' (Ordering), 'Bewaken' (Monitoring), and 'Nazorg' (Aftercare). The 'Tactische (initiële) inkoopfunctie' includes 'Specificeren' (Specification), 'Selecteren' (Selection), and 'Contracteren' (Contracting). The process is supported by 'Purchasing/supply management', 'Sourcing', 'Buying', and 'Procurement'. The 'Klant' and 'Leverancier' are represented by yellow arrow-shaped boxes pointing towards each other.

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Task 2:

Specsavers

Welke voorraden herkennen wij:


- **Strategische voorraden, voorkomen van stilleggen van productie**
- **Veiligheidsvoorraden, voorkomen van 'nee' verkopen**
- **Anticipatie (seizoens)voorraden**
- **Speculatie voorraden, prijzen stijgen**
- **Pijplijn voorraden, (goederen zijn onderweg)**
- **"Je weet maar nooit" voorraden**


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Task 2: 

Welke opslagmethoden:


- Producteigenschappen
- Assortimentsgroepen
- Bulk- en grijpvoorraad
- Omzet
- Vraagfrequentie
- Vrije of vaste locaties
- Lifo of fifo



Task 2: 

Welke kosten zijn er verbonden aan voorraad:

- **Rentekosten**, de in voorraad zijnde artikelen moeten worden gefinancierd,
- **Ruimtekosten** (huisvestingskosten, verzekeringskosten, bewakingskosten),
- **Risicokosten**, in verband met beschadiging of veroudering van de goederen worden de vernietigd of verkocht tegen een lagere prijs.



Task 2: Specsavers

Welke indeling wordt vaak gehanteerd:

De A-groep heeft 20% van de artikelen die zorgen voor 80% van de omzet

De B-groep heeft 30% van de artikelen die zorgen voor 15% van de omzet

De C-groep heeft 50% van de artikelen die zorgen voor 5% van de omzet

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Task 3: Specsavers

4 situations of Negotiation:

“In business, you don't get what you deserve, you get what you negotiate”

Chester L. Karrass

 I win You lose	 I win You win
 I lose You lose	 I lose You win

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Task 3:



7 Negotiation Techniques for Small Business:

1. Figure out your top goals and rank them in order of importance. Are you looking to hire a supplier at a specific price? Tap into a new customer base? Look at your company's short- and long-term goals, and know what matters most to you before heading into the negotiation.
2. Do the research and come prepared with numbers to back up your offer. Look up the other party's financials, study the market, and get familiar with the details of deals similar to the one you're working on. You'll argue more persuasively and have a stronger position if you can cite specific statistics; for example, the percentage of market share the other side can gain from accepting your terms or the number of other companies competing in the same space.




Task 3:




3. Know what you're willing to give up. You can't always have everything, so identify the areas where you can be flexible and compromise in favor of things that matter to you most. Not getting expedited deliveries might be a deal-breaker for you, or perhaps you're willing to go a little higher on price in exchange for more favorable payment terms.
4. Know when you should walk away from a deal that doesn't satisfy your goals. Set some clear boundaries before you start negotiating for what you can and cannot compromise on, and be ready to end the negotiation if these conditions aren't met. If the other party is not able to provide a mutually beneficial offer, you're better off politely stopping the discussion and looking elsewhere for a deal.




Task 3: 


5. Learn about your counterparty's past performance to better predict what their interests might be. This tactic can help make your offer seem more appealing. For example, if the other party tends to prefer multi-year agreements, consider going into the negotiation with a two-year contract that they might be more likely to sign.

6. Write down the outcomes that could make both sides happy. You might find that you have some common ground, such as in your growth plans or the price point you want to reach.



Task 3: 

7. Look at your own company's resources to determine how you can use them to help seal the deal. Maybe you can offer additional value like having your marketing team help boost awareness for the other side's business or perhaps your network can provide key business connections.



Task 3:

Specsavers

Conflict?

Thomas-Kilmann Conflict Mode Instrument

The diagram shows five conflict modes arranged in a diamond shape:

- COMPETING** (top-left, blue box)
- COLLABORATING** (top-right, purple box)
- COMPROMISING** (center, orange box)
- AVOIDING** (bottom-left, green box)
- ACCOMMODATING** (bottom-right, red box)

The vertical axis is labeled **Assertiveness**, with **ASSERTIVE** at the top and **UNASSERTIVE** at the bottom. The horizontal axis is labeled **Cooperativeness**, with **UNCOOPERATIVE** on the left and **COOPERATIVE** on the right.

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Task 4:

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Product Development Phases

The process is divided into three main steps:

- Step 1: Situation Analysis**
 - Identify industry trends
 - Analyze competition
 - Assess company strengths and weaknesses
 - Research and identify customers
 - Know benefits and features of product or service
- Step 2: Marketing Focus & Goal Setting**
 - Set marketing & product goals
 - Select target markets
 - Find product or services benefits & features – positioning with competitors
 - Position the product
- Step 3: Marketing Program**
 - Develop marketing program plan
 - Develop budget, by estimating revenues, expenses, and profits
 - Develop timeline to market

The process continues to:

- Marketing Plan**
- Implementation Phase**
 - Obtain resources
 - Design marketing organization and support pieces
 - Develop timeline to market
 - Execute marketing plan
- Results**
- Growth and Analysis Phase**
 - Compare results with plans to identify challenge and success areas
 - Determine corrective measures for challenges and emphasize positive outcomes

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Task 4: **INTEGRATED** Specsavers

Adaptive Marketing Framework™

Market Analysis	Strategic Planning	Product Planning	Go To Market	Sales Enablement
Choosing to Build	Building Profitably	Building it right	Marketing it right	Selling effectively
Value Research & Analytics	Target Market Sizing	Requirements	Product Positioning	Collaterals & Sales Tools
Resources & Competencies	Product Strategy	Product Line Economics	Routes to market	Lead Generation & PreSales
Competitive Analysis	Buy/Build/ Partner	Personas & Scenarios	Marketing Plan	Channel & Sales Training
Win/Loss Analysis	Pricing & Packaging	Market Acceptance Planning	Launch Plan	Evangelism Thought Leadership
Performance Analysis	Business Model & Plan	Product Roadmap	Customer Acquisition	Customer Relationship Mgmt

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Task 5: Specsavers



PROMOTIE

OPENING





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ENTERPRISE AND ENTREPRENEURSHIP

**Unit 4:
Launching your Business
Vision**

Complete unit Finished / Think about the **deadline**

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