



Consumer Care Book

Noodle Maker – Viper

HR2357/05



Approved by:

CMM: Tang Yee

(Please provide a signature)

Date: 2014.06.27.

Author: Karen Liu
Date: Jun-27-2014
AKB: SHW-01-001-14010R01
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Product Introduction

Project Viper is an extension of Project Ping given the high interest and demand of a western version of Ping: meaning turning Ping into a pasta maker. Being able to make homemade pasta is a need with great potential due to consumer healthy lifestyle and interest in more healthy food. We decided to leverage the demand to not only support our global growth but also to help Ping business case in China. The already existing architecture of the Noodles maker enables us to introduce the pasta maker quickly and without much investment into the North American market. This commercial brief is focusing on launch of Pasta Maker in the USA and Canada.

VPW

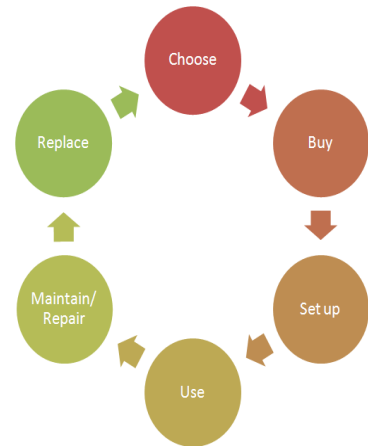
The OPPORTUNITY		
Business & Marketing Objectives	A clear statement of what business success would look like for this project	
End User (consumer / shopper)	Current Alternatives & Channel	Source and Size of Business
<p>Who are we innovating for?</p> <p>Women in 25 – 45 years-olds, married with kids, either working part-time or are housewives.</p>	<p>How are they currently meeting their needs today?</p> <p>At the moment most of them buy dry or fresh noodles/pasta at the supermarket. A little of them try to make it at home using automatic pasta maker or mechanical pasta making tools.</p>	<p>Where will we get our business from and what is the potential size of the prize?</p> <p>The business is aimed at the consumer who wants to <u>have</u> fresh noodle/pasta with authentic taste at home.</p>
<p>Brand Driver: Describe how the brand relates to the opportunity...</p> <p>As CL we want to help our consumers 'care for family and friends', 'live a healthy life', and 'look and feel their best' – The noodle maker will help consumers to make fresh and authentic noodle/pasta at home for their family without spending a lot of time or taking skills. Impressing family members by making delicious foods from scratch brings consumers great satisfaction and make them feel they are good moms.</p>		
Statement of the Opportunity		
<p>Describe the challenge we will solve in one or two sentences (i.e. X & Y are happening, how do we do Z). Do we have the right to play? And what does it take for us to be successful? We have to convince the target group that fresh homemade noodle/pasta are more healthy and more tasty than noodle/pasta they buy from the supermarket. With the noodle maker it is even easier to have fresh noodle/pasta at home than to buy it from the supermarket. **Tip: Think about how you might describe the opportunity to someone outside the company</p>		
The INSIGHT		
Current situation	Tension / motivation	Aspiration / Desired End State
<p>What is the consumer's current situation and accepted belief? I want to have fresh noodle/pasta at home because it is more tasty and healthy. Also my family members will appreciate my cooking more. But because of my busy schedule and the lack of skills I am not able to make them at home.</p>	<p>What is the unmet need or tension the consumer is experiencing today? I want to have fresh noodle/pasta at home without spending too much time on it and not compromising on quality.</p>	<p>What do they want to be able to think, feel or do differently? I want to feel satisfied, healthy and happy having fresh and healthy home made noodle/pasta for my family.</p>
Shopper Insights		
<p>What do we know about specific shopper behaviors? What do we know about specific shopper behaviors that is relevant to our proposition? What are the current touch-points and the triggers and barriers associated with them, and what are their expectations for our proposition? What is the role of our retail customers and what are their requirements relevant to our proposition? This part will be done later on.</p> <p>**Tip: Describe the shopper behaviors in relation to the current alternatives that the consumer uses.</p>		
Statement of the Consumer Insight		
<p>Capture the insight in one sentence: Situation, Tension and Aspiration. I want to make fresh and tasty food at home for my family making use of modern techniques and in less time, without compromising on the quality of the food.</p>		

Our VALUE PROPOSITION		
<p>Benefit Statement</p> <p><i>What difference will this make to someone's life - sometimes describes as the 'so what?' or the 'why should I care?' statement... Describe both the functional and emotional elements. The noodle maker will make the fresh noodle/pasta I want, just by adding water and flour. I don't have to do anything extra. Emotional: Why is it important to the consumer and how this will make me feel as a result of a positive experience (How does it make me feel?). I feel accomplished that I can have freshly made pasta at home and serve this to my family. That makes me feel that I'm a sophisticated mother who knows how to take care of her family.</i></p> <p>**Tip: Try to be clear about the separate functional and emotional elements, keeping the benefit clear and simple. For the emotional benefit, try to think how it is a consequence of the functional benefit.</p>		<p>Pricing Strategy</p> <p><i>Outline the approach to pricing for this proposition (e.g. Good / Better / Best, Premium segment, Price fighter etc.) This should also include projected price points for the lead market. Only high end model is offered. Projected price is \$299.</i></p>
<p>Benefit Drivers</p> <p><i>The different elements that drive the delivery of the benefit, from the consumer's point of view. They can be derived from the complete benefit or be specific to either the functional or emotional aspects. I just have to add water, flour and eggs and the rest is done automatically. In that way I have fresh noodle/pasta at home without needing the skills or the time to do it myself.</i></p> <p>**Tip: the better the clarity of the benefit, the easier it is to extract the benefit drivers. They should be written in just one or two words.</p>	<p>Best in Class Benchmark</p> <p><i>Who does this best today and why? There can be more than one best in class delivering on different aspects. Each benefit driver should have a corresponding benchmark. The category of fully automatic noodle makers does not exist. Potential competitors are bread maker and manual pasta maker.</i></p>	<p>Competitive Ambition</p> <p><i>What do we want to do / think that we can achieve relative to the competitive benchmark:</i></p>
<p>Discriminator</p> <p><i>What is the one thing about this proposition that is unique and likely to make this product better than existing and up-and-coming alternatives? The Philips noodle maker will automatically knead the dough and start extruding. Consumers don't have to be personally involved in the making process after adding water and flour.</i></p>	<p>Reasons to Believe</p> <p><i>How does it do this? How do they support the discriminator and benefit?</i></p> <ol style="list-style-type: none"> <i>1. Just add flour and water and the appliance will automatically knead the dough to extrude noodles</i> <i>2. High power motor and special stirring bar to facilitate kneading and 360 degree extrusion, to create good quality noodle with bouncy texture</i> <i>3. Various shaping mouths allow you to make different types of noodles and even dumpling skins</i> <i>4. Special cleaning tool to minimize effort</i> 	<p>Claims & Sub-Claims</p> <p><i>What possible claims might we want to make for the proposition? How does the claim link to your Claim Roadmap? What are the sub-claims that we might make to support the RTBs? (may vary from country to country). Claims will be added later</i></p> <p>**Tip: There should be an explicit link between the claims in the proposition and the broader claims roadmaps for the category.</p>
The Core Idea		
<p><i>Thinking about your answers to the brand value questions below, make a clear statement of how this proposition will deliver Meaningful Innovation to our consumer.</i></p> <p><i>Making fresh and tasty noodle/pasta at home to enrich a joyful family meal, without needing a lot of time or skills.</i></p> <p>**Tip: think about how you might describe the opportunity to someone outside the company.</p>		

Consumer care focus

For this product we carry out the standard consumer care package +

- 1) Choose:
 - a) Clear functional description /feature introduction --Leaflet
 - b) Pre-sales FAQs
- 2) Buy: Sales FAQs
- 3) Setup: DFU
- 4) Use:
 - a) Clear and detailed instruction. (DFU/ online video)
 - b) Recipe Booklet
- 5) Maintain/repair: Service Manual
- 6) Replace: DFU



Sales introduction and IPD milestone planning

Model	Description	Region	Month of introduction	Sales Volume (Units)			
				2014	2015	2016	2017
HR2357	Offline& online	USA	Aug-2014	7	17	24	21



Warranty and service policy

- 1 Years warranty
- Exchange, no repair.

Accessories & Consumer Replaceable Parts

Accessories	Consumer Replaceable Part	Commercial Accessory
Water cup	Yes	No
Flour cup	Yes	No
Shaping discs	Yes	No
Cleaning tools	Yes	No
Flat cleaning tool	Yes	No

Consumer touch points for consumer care

USA	<ul style="list-style-type: none"> In-box Web (.com / .care) Call Center Service Centers
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Fast Feedback Program

SKU	FFB QTY	FCP/ USD	Handling cost per unit/ USD	Total FFB cost/ USD
HR2357/05	30	67.82	17.42	2,557

CoNQ prediction & cost driver assumption

CoNQ as % sales: **7.7%**

FCR Target: **10%** (based on return rate 20%)

CPI (avg/weighted): **57.11 USD**



CONQ simulation model--Noodle Mak

Consumer Care Package Planning

Item	Detail	Applicability	Availability timing	Owner	Cost (T.I.C) / Marcom budget
In-box					
	User Manual	Y	PV (text) IR (final)	PRC/CMM	
	Quick Start Guide	N	IR	PRC/CMM	
	Recipe booklet	Y	IR	CMM	
	Warranty card	N	IR	CMM	
Web					
	Leaflet and Photo's	Y	CR	CMM	
	Technical info on leaflet (size, dimensions, weight etc.)	Y	CR	CMM	
	Accessory information linked to CTN's / online	Y	CR	CMM	
	Pre-purchase FAQ's	Y	CR	CC	
	Post-purchase FAQ's	Y	CR	CC	
Call Center					
	Training package - technical and soft skills	Y	IR	CC	\
	Training execution (on site)	N	CR	CC	\
	Commercial Product samples	Y	IR	CC	\
	Call center Feedback	Y	CR	CC	\
Service Centers					
	Service Manual	Y	CR	CC	
	Service Bill of Material, incl. spare parts Purchasing Master data	Y	CR - 4WK	CC	
	Training package diagnostics & repair	Y	CR	CC	