

## Consumer Care Book HR2730/HR2732/HR2734 Avance Meat Mincer

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Product picture:



## Product introduction

The Meat Mincer HR2730/HR2732/HR2734 is a new high end Avance collection starting in Q3 2012. Global market size estimated at ~300 Mio Euro, with Russia market estimated at ~70 Mio Euro and total MEA market estimated at ~70 Mio Euro value.

## Avance Collection Meat Mincer Product Line-up

				
Meat Mincer (Avance 1) € 169 - 179	Meat Mincer (Avance 2) € 199 - 209	Meat Mincer (Avance 3) € 229 - 239	Vegetable and ice accessory € 17-21	Juicer accessory € 17-21 (TBC)
<b>HR2730 – black plastic</b>	<b>HR2732 – metal front</b>	<b>HR2734 – full diecast</b>	<b>HR7996</b>	<b>HR7995</b>
2000 W blocked motor power 800W nominal motor power Mincing capacity 3 kgs / min Reverse function XL hopper	2000 W blocked motor power 800W nominal motor power Mincing capacity 3 kgs / min Reverse function XL hopper	2000 W blocked motor power 800W nominal motor power Mincing capacity 3 kgs / min Reverse function XL hopper	Optional accessory Compatible with HR2730/2732/2734 Box fits on Meat Mincer tray	Optional accessory Compatible with HR2730/2732/2734 Box fits on Meat Mincer tray (TBC)
2 sausage horns & kebbe maker	2 sausage horns & kebbe maker	2 sausage horns & kebbe maker	3 vegetable drums – fine, coarse and slicer	2 screens – fine & large
Real metal meat tray with dust cover	Real metal meat tray with dust cover	Real metal meat tray with dust cover	Storage box with dust cover	Storage box with dust cover
Accessory storage in tray – fits on metal meat tray	Accessory storage in tray – fits on metal meat tray	Accessory storage in tray – fits on metal meat tray	1 ice drum (for cocktails etc)	Juice & pulp collection beaker
3 Grinding discs – fine, medium, coarse (3mm, 4mm, 8 mm)	3 Grinding discs – fine, medium, coarse (3mm, 4mm, 8 mm)	3 Grinding discs – fine, medium, coarse (3mm, 4mm, 8 mm)		Cleaning brush
Patented cleaning tool	Patented cleaning tool	Patented cleaning tool		

HR2730 is a plastic version

HR2732 is a partial metal version

HR2734 is a full metal version

Also there are two optional accessories available:

Accessory 1 (HR7996) – 2<sup>nd</sup> hopper in box

Accessory 2 (HR7995) – Juicer Accessory

## VPH – Meat Mincer application

1. Target	2. End-user Insight	3. Competitive Environment
Guidance & Support, 25-55 year-olds M/F head of Households with children. They are pragmatic, not perfectionists and approach new things with a healthy scepticism. Cooking is all about caring for others, but they also enjoy the process. They are looking for more options to live a healthy lifestyle, however to prepare healthy recipes they are looking for help to overcome their main dilemmas (time, inspiration, navigation and confidence). They use different sources of information, such as Internet, cooking magazines and TV shows.	I love to make homemade food for my family and friends, and I want to make sure they like the healthy food that I prepared. Meat mincer is a great help in mincing meats – so that I can trust ingredients. Also, allows me to prepare other meals or vegetable with accessories. However, meat mincers have some drawbacks – tricky to assemble, some don't make nice minced meat (doesn't look good) and others break easily due to heavy loading. I wish there were a meat mincer, which I could always keep on my countertop, to ensure best meat mincing results (without blocking), so I can prepare homemade food any day!	<ul style="list-style-type: none"> <li>Other KA brands active in solid health categories (e.g., Kenwood, Moulinex, BORK, Bosch, Panasonic, Zelmer). Especially, Kenwood has metal outlook design and Moulinex offer various accessories.</li> <li>Other non-KA organizations (e.g. FMCG food &amp; drink players, supermarkets, etc.)</li> </ul>
4. End- user benefit	5. Reasons to Believe	6. Discriminator
Philips meat mincers provide guaranteed professional looking minced meat – so I can prepare and enjoy homemade drinks and food any day.	<ul style="list-style-type: none"> <li>Deliver consistent and best meat mincing performance from strong motor and gear set construction, and correct dimensions of hopper and screens</li> <li>Strong robustness to handle even heavy loaded meat</li> <li>Various accessories (# of screens, sausage maker, Kebb maker, accessories (drums, spaghetti, cookie, tagliatelle) for variety of recipes</li> <li>Ease of use on (dis)assembling and cleaning</li> </ul>	<p>Only Philips meat mincer offers you the best / (professional) looking minced meat effortlessly</p> <p><b>Wow idea:</b> Professional quality minced meat, easily made at home</p>
Brand positioning : Describe how you (will) know for sure above proposition make consumers/customers consider this...		
designed around you: overall satisfaction - mean value in HPT * (no NPS available for this BCC) Target: : ≥70% in Russia	advanced: Prototype test Does the Philips meat mincer deliver you outstanding (better than competitors) meat mincing result in terms of ground meat (look) OR meat mincing capacity flow OR kgs or meat possible to grind in one go ?	easy to experience: SET / HPT (target > 70% top 2) Does the Philips meat mincer deliver you good meat mincing result with satisfaction?

\*Target will be reviewed based on ME HPT result, as there is no predecessor data at this moment.

Consumer Lifestyle, «AA», Version «4, wk1125», «Ray Fung/Samson Moy»

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### Consumer Care Focus

- 1) Various accessories is available in box, provide guidance in how to use and storage
- 2) Provide guidance in how to set up, assemble and use, cleaning procedure
- 3) post purchase: make sure the cleaning and assembly info available online

Country focus: Russia, MEA

### Introduction and sales planning

Type number	Region Stroke version	First 12mths shipment	Going Price
HR2730	Russia/Ukraine/MEA	8K	€ 169-179
HR2732	Russia/Ukraine/MEA	5K	€ 199-209
HR2734	Russia/MEA	2K	€ 229-239
HR7996 (accessory 1)	Russia	0K (in 2012) 1k (in 2013)	€ 17-21
HR7995 (accessory 2)	Russia	0K (in 2012) 1k (in 2013)	€ 17-21 (TBD)

### IPD milestones

PPC	wk1133
IR	wk1220 (HR2730/HR2732), wk1229 (HR2734)
CR	wk1224 (HR2730/HR2732), wk1233 (HR2734)

### Warranty and service policy (break fix)

- 2 year warranty (= standard for x-DAP products)
- Service policy: Carry in, repair, module swap

### Accessories, consumer replaceable parts

#### Accessories

1. Stainless steel grinding disc (3 size – fine, medium, course)
2. Knife
3. sausages horns (x2)
4. kebbe maker

#### Optional Accessories (for sales)

5. soft fruit juicer
6. 2<sup>nd</sup> hopper

#### Consumer replaceable part

7. Cleaning tool and storage box (TBC)

Accessories will be made available:

- Call center (ordering local service provider)
- Service center (ordering via DHL)
- Online (TBC)

### Consumer touch points for consumer care

In-box

Web (.com, .care, on-line-shop)

Call center

Trade

Service centers

### ConQ prediction & cost driver assumption

ConQ as % of sales: = (FCR\*CPI/NSP) +0.3%

HR2730 = (2.6%\*35.93/89.86) +0.3% = 1.34%

HR2732 = (2.6%\*36.81/94.84) +0.3% = 1.31%

HR2734 = (2.6%\*39.17/107.75) +0.3% = 1.25%

FCR:

HR2730/HR2732/HR2734 – 2.6%

CPI (average):

HR2730: €35.93; HR2732: €36.81; HR2734: €39.17

NSP:

HR2730: €89.86; HR2732: €94.84; HR2734: €107.75

Call center cost as % of sales (Amount of calls/ total sales): 0.3%

### Consumer care package

Item	Detail	Availability Timing (link to milestone)	Owner (name)	Additional cost (TIC)
<u>In-box / on-product</u>	Usermanual Warranty card (TBC) Recipe	CR	Katrin Hansson	
<u>Web – pre purchase</u>	FAQ Leaflet	CR	Ellen Ho Katrin Hansson	
<u>Web – post purchase</u>	Usermanual FAQ Tips & Tricks	CR	Katrin Hansson Ellen Ho	
<u>Specify items for call center</u>	Product samples On-line call center training	CR-1week	Lisa Lau Ellen Ho	
<u>Specify Items for Service Center</u>	Service Manual and Service BOM	CR-2weeks	Fanny Kwok	

### Consumer Experience feedback loop – plse specify

Consumer Touch point	Medium	Additional cost
Call center	Easy Xtract Freetext	No
Web	Easy Xtract Freetext	No

### History

2011-07-18	v0.1	initial release
2011-08-19	v0.2	CTV and going price update
	V0.3	picture update
	V0.4	product line up update