

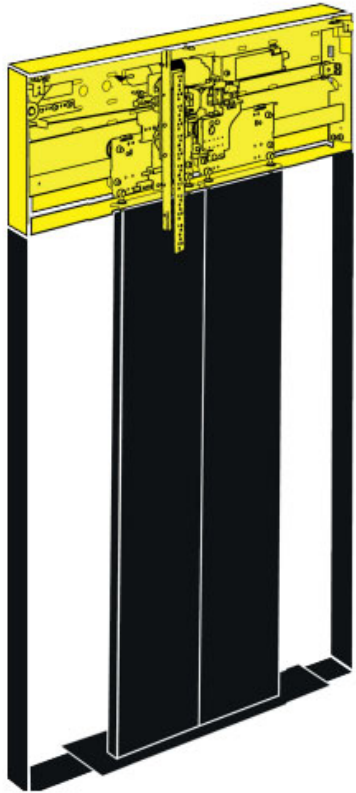
PRICING: ENHANCING PROFITABILITY THROUGH PRODUCT DIFFERENTIATION AND CUSTOM CLIENT SOLUTIONS



DEVELOPMENT AND APPROACH OF

Pleasing every customer individually, build-to-order and highly sustainable due to usage of existing elements

LOT/BATCH SIZE 1

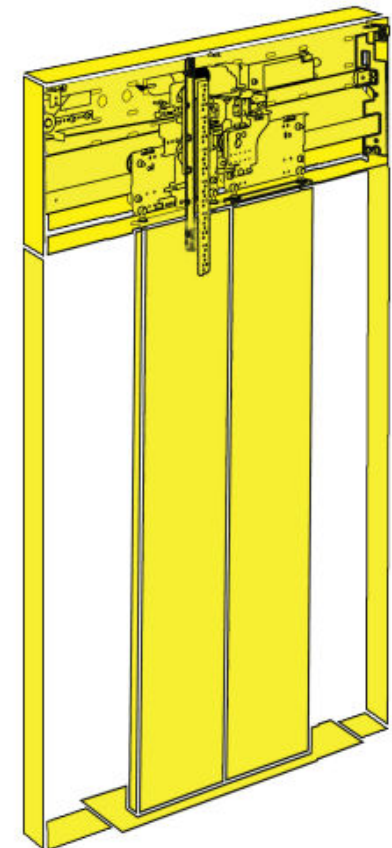


Option 1 (V1-V3):

Door mechanism with variable clutch
Reuse of the existing components easy
and quick solution

Option 2 (V4):

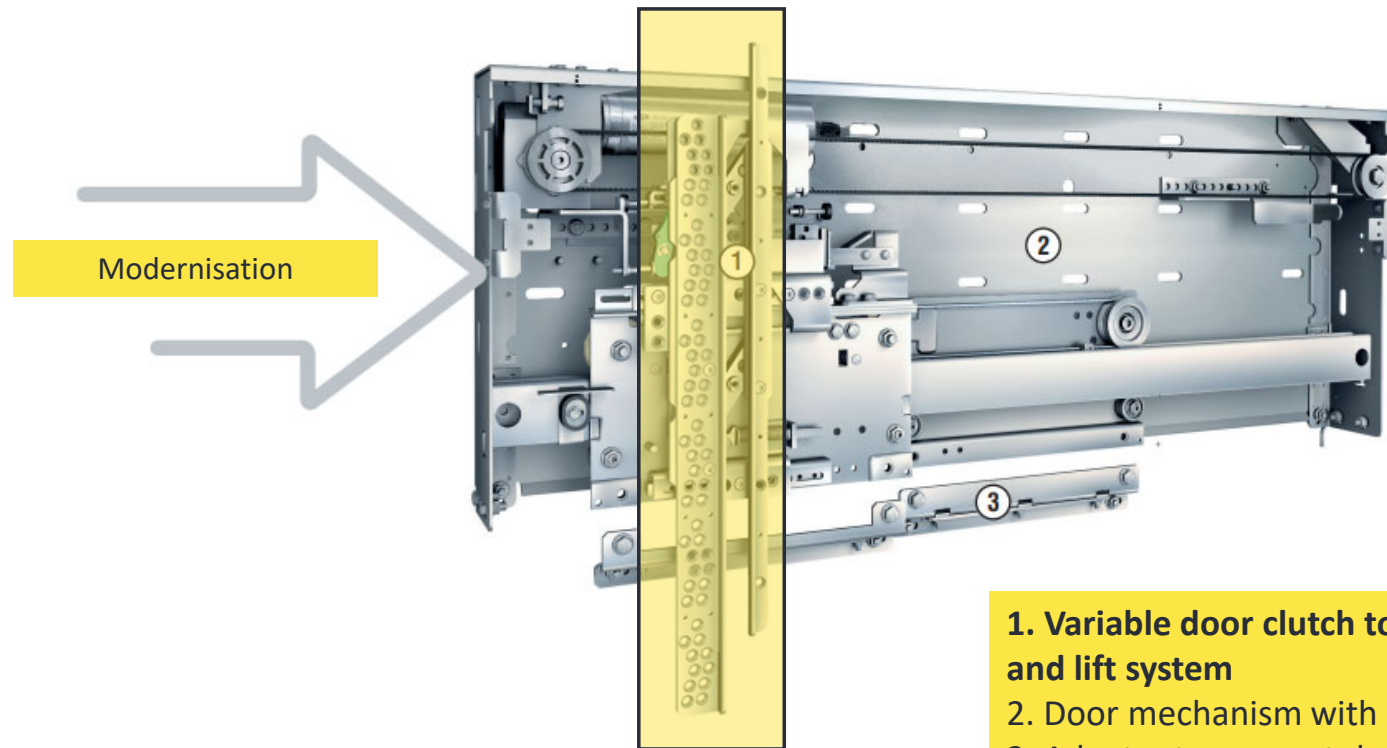
Modernisation kit, lift by itself is kept.
Door mechanism, clutch, door
panels,... (highly customized and kind
of made-to-measure)



FOCUS ON V1 TO V3 AND ESPECIALLY ON

Flexible door clutch with many mounting possibilities cover most of the door models

DOOR CLUTCH



1. Variable door clutch to match existing door and lift system
2. Door mechanism with door drive
3. Adapter to connect door panels to door drive and mechanism

STEP BY STEP TO INCREASE PROFITABILITY

Always keep track and start with research before you run your process.



Research: To please every client research the article portfolio and existing part numbers. With demand analysis, it shows that only some are inquired on a regular basis

Implementation: Cut down part numbers by slightly changing the product specification. Set up a new product grouping and configuration options as well as basis offering to get rid of complexity. Goal: defined part numbers to cover 99% of options.

Strategy: how we can serve 99% of clients and keep customization but avoiding a long-tail and a lot of parts on stock? Either keep it build to order or change the approach to made to stock.

Controlling: Check simulation and reporting data as well as customer price points versus target numbers. Adjust pricing if necessary. Review if pricing or other requirements need to be reviewed