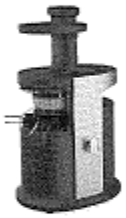
PHILIPS Consumer lifestyle

Consumer Care Book

Juicer – Flash

HR1880/00 - online
HR1882/30 - offline

Product Picture:



HR1880/00



HR1882/30

Approved by:

CMM: Kien-Vu Do

(Please place a signature)

Date: 25/VII/2014

Author: Karen Liu
Date: May-23-2014
AKB: SHW-01-001- 14007R01
Version: CR

Consumer Care Book

Juicer – Flash

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Product Picture:



HR1880/00



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Product Introduction

Value Proposition worksheet : light version

The OPPORTUNITY	
Business & Marketing Objectives	Brand Driver: Describe how the brand relates to the opportunity…
- Gain back our N1 position on juicer market in introducing a High End Masticating juicer that will deliver on juice performance and quality *- Deliver 12.2M€ with 54% IGM over lifetime of product (1 year 1/2)*	*- We want to help consumers get their everyday vitamins intake by offering a juicer that brings maximum juice and high quality standard.*
Statement of the Opportunity	
- Masticating juicer market booming *- Trust in Philips as leader on the market* *- Building success of our juicers on masticating market*	

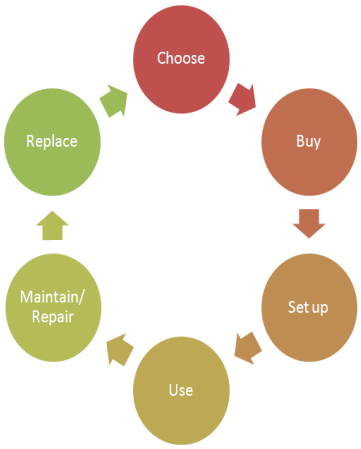
The INSIGHT
Statement of the Consumer Insight
I want to give my family their daily vitamin intake. The latest masticating juicers are great solutions that offer healthy and high quality juice. ***I wish I had a good performing and reliable appliance from a trusted brand.***

Our VALUE PROPOSITION		
Benefit Statement	Benefit Drivers	Pricing Strategy
Functional: Philips Avance juicer allows you to make healthy juice every day. It offers great performance for soft fruits and can handle any vegetables, even the hardest ones. ***Emotional:*** Philips Avance juicer helps you take care of your family by giving them the vitamins and nutrients they need. It offers great natural juice from fruits and vegetables.	- ***Juice performance*** - ***Robustness and reliability***	***Premium juicer with better classification*** ***Key price points to reach are 1999RMB and 2499RMB***
Discriminator	Reasons to Believe	Claims & Sub-Claims
The one masticating juicer that offers maximum juice with minimum effort so that you can enjoy a healthy homemade juice even with the hard vegetables	- Provides maximum juice from your fruits and vegetables - - xx% more juice (for tomatoes compared to HR1811 TBC) - Cold squeezing technology ideal to juice soft fruits (tomatoes, pomegranate, grapes) - Less effort, as the robust motor can handle the hardest vegetables (carrots) - Juice quietly (68 Db)	- Maximum juice, minimum effort - Cold squeezing technology : ideal for soft fruits, built to handle hardest vegetables
The Core Idea		
This juicer helps you ensure you get all the vitamins and nutrients you need. It offers maximum juice performance and is so robust it can handle the hardest vegetables.		

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: Quick start guide/DFU
4) Use:
   a) Clear and detailed instruction. (DFU/QSG/ online video)
   b) Recipe Booklet
5) Maintain/repair: Warranty Card, Service Manual
6) Replace: Quick start guide



Sales introduction and IPD milestone planning

Model	Description	Region	Month of introduction	Sales Volume (k)	
				2014	2015
HR1880/00	online	China	Jun, 2014	13	24
HR1882/30	offline			20	40



PPC: Wk1402
PV: Wk1419
IR: Wk1422
CR: Wk1422

Warranty and service policy

- 2 Years warranty
- Carry in, repair by component swap.

Accessories & Consumer Replaceable Parts

Accessories	Consumer Replaceable Part	Commercial Accessory
Brush	YES	NO
Juice cup	YES	NO
Pulp cup	YES	NO
Strainer	YES	NO

Consumer touch points for consumer care

China	• In-box • Web (.com / .care) • Call Center • Service Centers

Fast Feedback Program

SKUs	FFB Planned (pcs)	FSP per unit (CNY)	Handling cost per unit (CNY)	Total Cost (CNY)
HR1880/00	25	422.05	20	11,323
HR1882/30	25	400.61	20	10,773
	50			22,096

CoNQ prediction & cost driver assumption

CoNQ as % of sales: 0.26%

FCR Target: 1.5%

CPI (avg/weighted): 24.74 EUR

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	Y	IR	PRC/CMM	
	Recipe booklet	Y	IR	CMM	
	Warranty card	Y	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)	Y	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	