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RAZVIJANJE IDEJ, MARKETING, DIZAJN

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POTEK PREDSTAVITVE

1. RAZVIJANJE IDEJ

Kako se razvije idejo
Kako se predstavi idejo

2. MARKETING

Kaj je marketing
Zakaj je pomemben
Kakoga uporabiti

3. DIZAJN

Trendi
Barve
Dizajn
Proces

4. PRIMERI PROJEKTOV

5. VPRASANJA + BRAINSTORMING

Kako izboljšati vaso idejo



O MENI

- SC Srecka Kosovela Sezana
- SLO Top Model
- EVS - Portugalska
- UCA London
- Gap. inc
- LOVE - Condénast
- DASH Magazine
- MODNA Mag
- Moschino
- Alberta Ferretti
- International Fashion Consultancy



1. RAZVIJANJE IDEJ

- 
- **KAJ PRITI DO DOBRE IDEJE?**
 - **KAKO RAZVITI IDEJO?**
 - **KAKO VEM, ALI JE MOJ KONCEPT DOBER?**
 - **KAKO KOMUNICIRATI IN PREDSTAVITI IDEJO?**
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SLIKE DOBRIH IN NE TAKO DOBRIH IDEJ

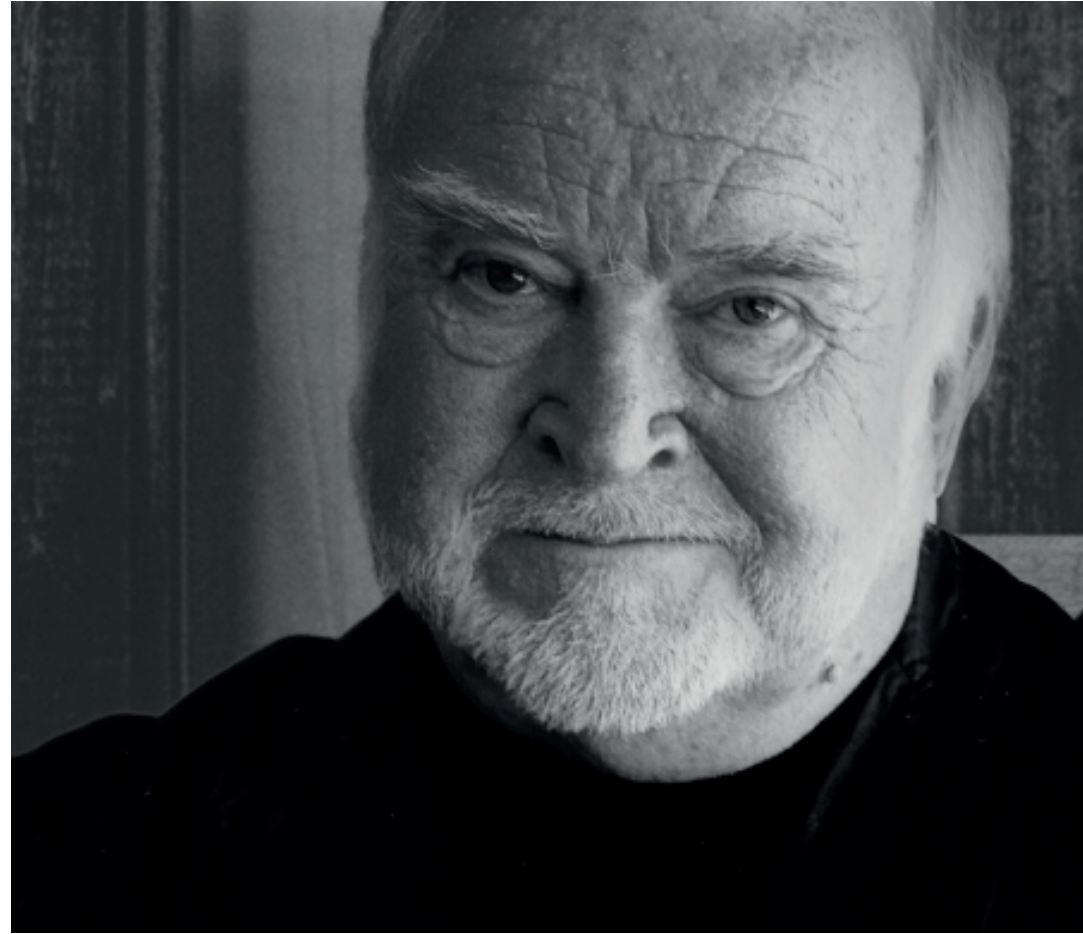


VSE IDEJE NISO ENAKE SUPER IDEJA ...

- Resi problem
- Naredi problem lažji
- Uporablja nove materiale / tehnologije na nove in inovativne načine
- Naredi nekaj bolj poceni
- Je boljše kot je bilo tisto prej
- Ponudi kreativno rešitev

LJUDLJE, KI SO OBSEDENI S KREATIVNOSTJO IN IDEJAMI

- Edward De Bono
- Mihalyi Csikszentmihalyi
- Ken Robinson
- Nick Souter
- Teresa Amabile
- Peter Druker
- Tina Seelig



IDEJE IN INOVACIJA

“Innovation is a process of turning ideas into new opportunities for value creation and of putting these into widely used practice”

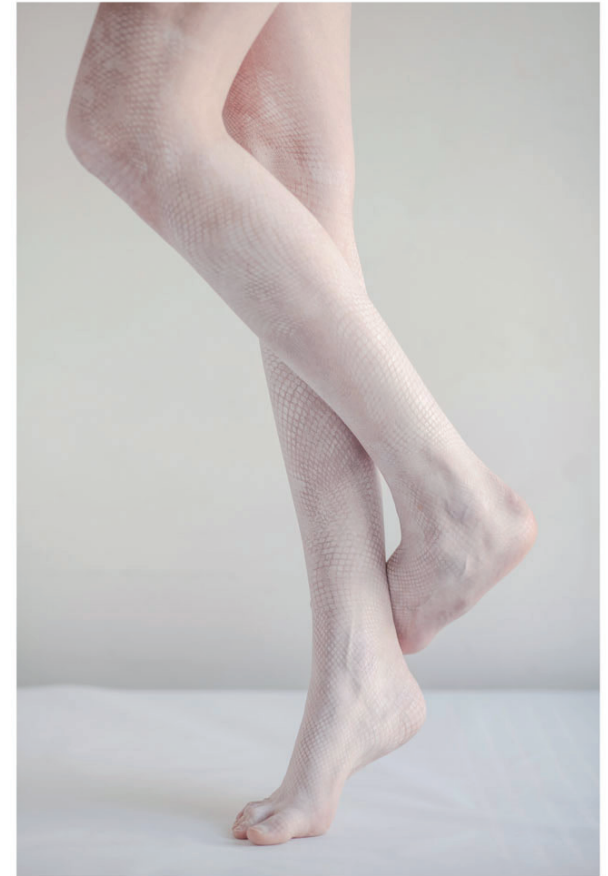
(Stokes and Wilson 2006)

“Innovation is the application of creativity to solving problems and exploiting opportunities. It relates both to the end product and the process by which products are created”

(Kirby 2003)

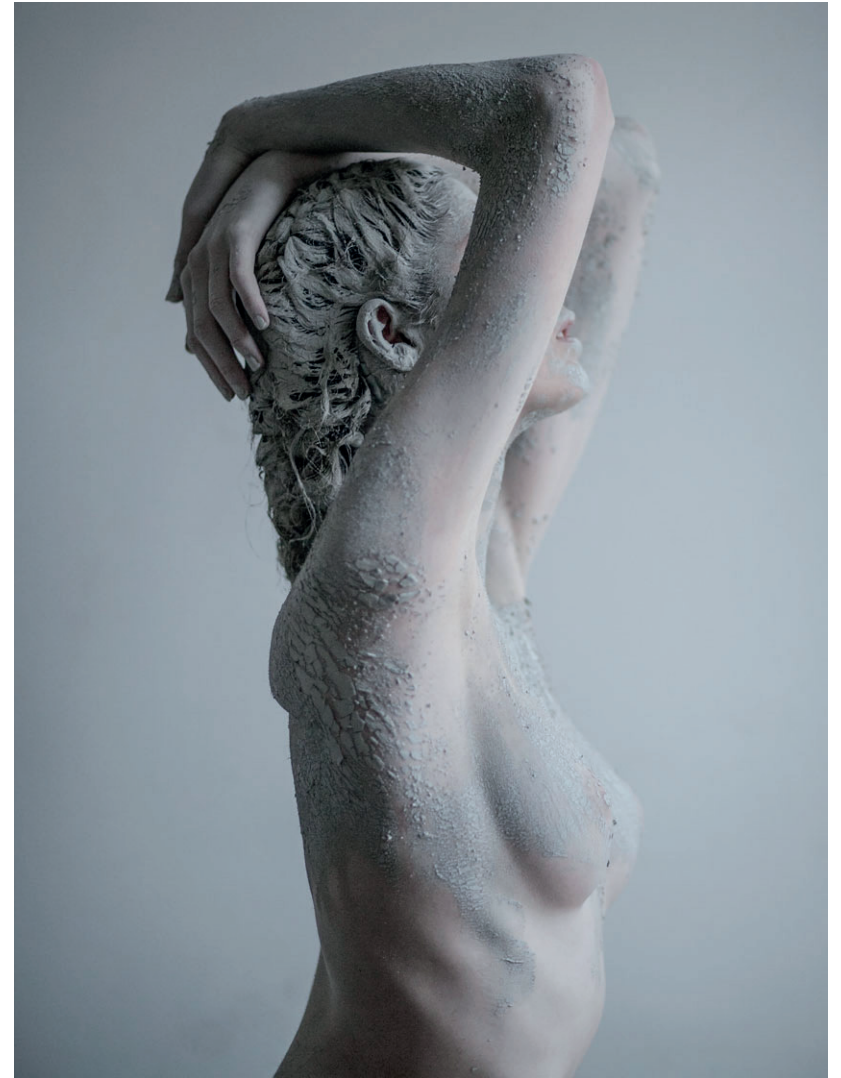
DA IDEJA POSTANE INOVATIVNA, MORA BITI...

- Mozna
- Biti relevantna realnemu svetu
- Dodati vrednost
- Spremeniti nacin kako ljudje pocnejo nekaj
- Predlagati nove nacine kako ljudje pocnejo dolocene stvari



IZ KJE PRIDEJO SUPER IDEJE?

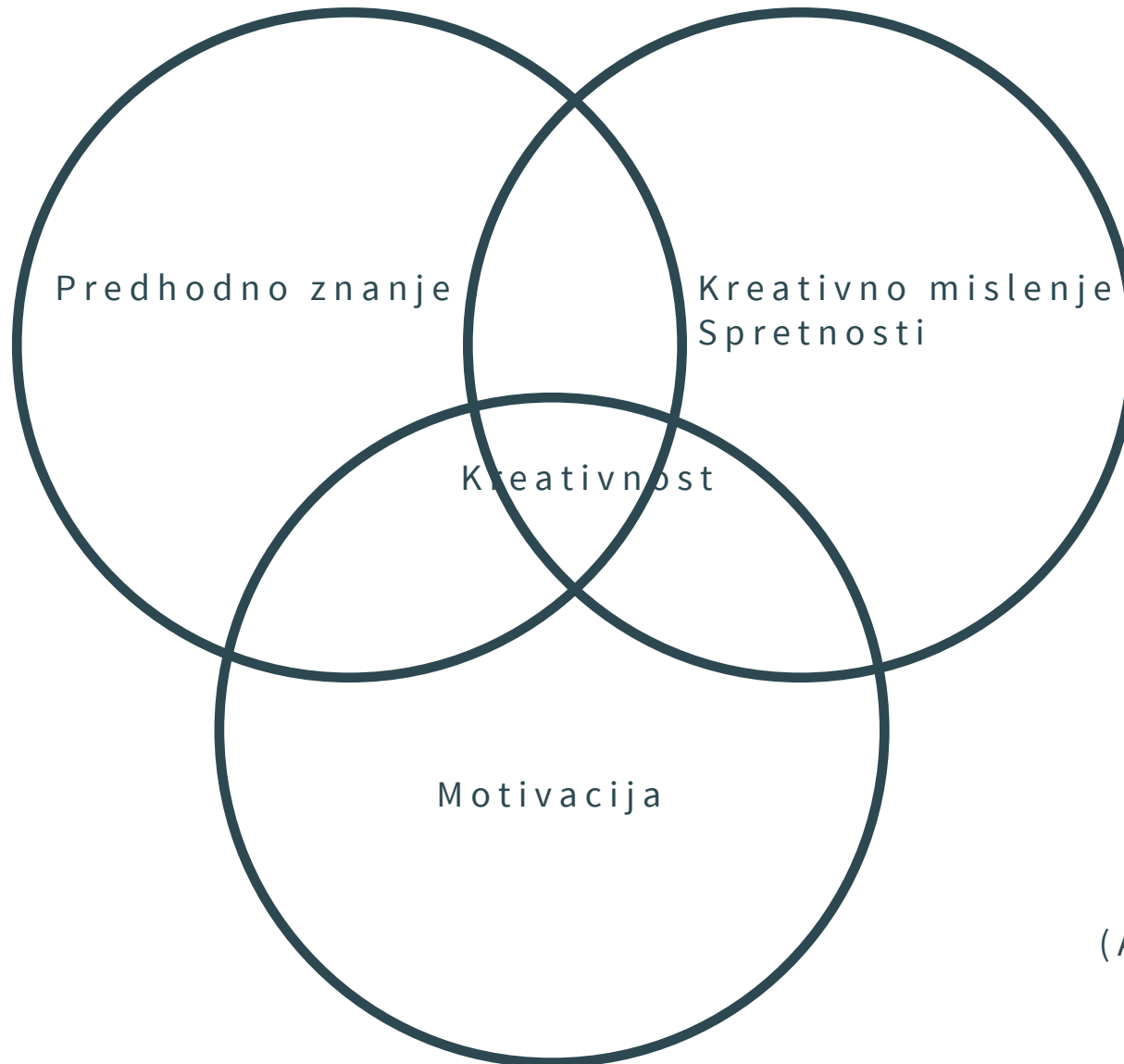
- Možnosti
- Trčenja idej
- Naključja in predvidevanja
- Raziskave marketa
- Kreativnega mislenja
- Novih tehnologij
- Ekonomskih okoliscin



KAKO PRITI DO IDEJE - PRIPRAVE

- Pripravi se na kreativnost (zvezek / nalepke / barvani svincniki itd)
- Daj si dovolj časa za misliti in sanjati
- Če si v supine - brainstorming (ogrej mozgane)
- Premisli kdaj si najbolj kreativen/a
- Poisci pravi delovani prostor in tam delaj - ne pozabi zapisati kaj si se spomnil/a
- Bodi objektiv/en/a (vse ideje niso enako dobre)
- Bodi kritičn/a in potrpežljiv/a

KOMPONENTE KREATIVNOSTI



(Amabile T, 1999)










KAKO PREVERIM ALI JE MOJA IDEJA DOBRA?


- Razisci trg
- Govori s svojimi 'kupci' (focus groups)
- Naredi SWOT analizo
- Naredi PESTEL analizo

	Helpful	Harmful
Internal Attributes of the organization	Strengths	Weaknesses
External Attributes of the environment	Opportunities	Threats

SESTAVLJANJE BIZNIS PLANA

The Business Model Canvas Designed for: _____ Designed by: _____ Date: ____/____/____ Version: _____

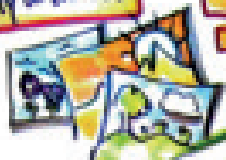
<p>Key Partners </p> <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform? _____ _____ _____</p>	<p>Key Activities </p> <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Stream? _____ _____ _____</p>	<p>Value Propositions </p> <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What benefits do our products and services give our existing or target Customer Segments? Which customer needs are we satisfying? _____ _____ _____</p>	<p>Customer Relationships </p> <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they? _____ _____ _____</p>	<p>Customer Segments </p> <p>To whom are we creating value? Who are our most important customers? _____ _____ _____</p>
<p>Key Resources </p> <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Stream? _____ _____ _____</p>		<p>Channels </p> <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost efficient? How are we integrating them with customer support? _____ _____ _____</p>		
<p>Cost Structure </p> <p>What are the most important costs inherent to our business model? Which Key Resources are most expensive? Which Key Activities are most expensive? _____ _____ _____</p>		<p>Revenue Streams </p> <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues? _____ _____ _____</p>		

www.businessmodelgeneration.com 

It's time to paint again, girlfriends - it's your fuel for your work!

- practice g.f.
- create wonder plates g.f.
- in the system
- business manual
- client tracking

My artwork



- works with Facebook
- Schedule painting time
- reward yourself

Training

- Flickr Search
- Coaching
- Outreaching

Growing my skills / taking care of me

Building the infrastructure



- create newsletter template
- on the web
- in the office

Hiring an assistant!!!!

- wonderful
- totally gets me
- confident
- fun to work with
- creative
- innovative

Things to work on now

- Client management
- learn/misler Batchbook
- figure out how I want to do outreach
- think - go get
- delivery process

Creating a well-running machine

- document repeating actions for biz manual
- figure out email folder system
- incoming storage
- create job-tracking document

Bookkeeping

- customize Quickbooks (Cecilia help with training from Bart's class)
- make nice invoices

Website Updates

- testimonials
- client list
- portfolio page

Making Ideas Visible

the next step now

Outreach



Website / Blog

Connect-y things

- find a few more places to meet people
- figure out how to keep track of conversations I have with people
- keep meeting people on LinkedIn
- branch out a bunch of posts
- make a list / folder
- use 30 days
- get a subscription loan on site
- Richard can do
- figure out how I want to do my newsletter

Creating Income

- consulting
- personal coaching
- teaching
- products

Product/Service

- think about what my process would look like to take people from an introspective session to templates
- think about packaging / monetize / branding ways to spark creative
- like Baby's process
- could also be bundles
- try on a mind map

Where does Prosperity Pinks fit in?



- Can I do a simple information site?

PLAN IN DOKUMENTI SO LAHKO VIZUALNI



Ampak....

Vedno moras imeti dokaz

In moras narediti raziskavo



KAKO PREDSTAVITI IDEJO?

- Naredi jo vizualno
- Izpostavi fakte (na podlagi dokazov)
- Naredi jo zanimivo
- Kratko in jedernato
- Kaj bo pritegnilo pozornost?
- Ne pozabi na kontakt z očmi
- Govori na pamet



POVZETEK PRVEGA DELA

- Spoznali smo kaj naredi dobro idejo
- Ideje in inovacija
- Kje in kako se rodijo ideje
- Kako narediti plan
- Kako komunicirati plan

|| + VPRASANJA

2. MARKETING

- 
- **(BRAND)MARKETING**
 - **MARKETINSKA STRATEGIJA**
 - **KAJ NAREDI SUPER ZNAMKO**
 - **BRAND DNA**
- 

KAJ JE MARKETING?

Marketing je proces komuniciranja vrednosti produkta ali servisa kupcem, z namenom da se proda ta servis / produkt.

5 P-jev

- Product
- Place
- Price
- Promotion
- Positioning

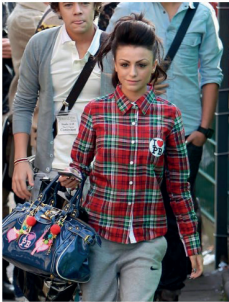
Ce biznisi/znamke nimajo te edinstvene prednosti pred tekmeci, ni razloga da obstajajo.



ZAKAJ JE BRANDING POMEMBEN?



Kaj slike, produkti, ljudje ki nosijo tvoje produkte in branding povejo vasih kup-
cih?





SIGN OUT | MY ACCOUNT | WISHLIST

PAULS BOUTIQUE LONDON

ENTER PRODUCT NAME OR CODE:
Enter your search... >

WHAT'S NEW | HANDBAGS | ACCESSORIES | INSPIRATION | ABOUT | FOLLOW US | BLOG | MEMBERS ONLY

A LITTLE LUXURY



KAJ JE MARKETINSKA STRATEGIJA?

Vasa marketinska strategija mora izhajati iz raziskave trga in mora biti zasnovana na podlagi 3-letnega biznis plana, da vidite, kje stojite sedaj in kje se vidite v 3 letih.

Strategija je temelj marketinskega plana in mora biti temelj vseh taktik ki temu sledijo.



KO RAZVIJATE STRATEGIJO MORATE MISLITI NA:

- Strategijo znamke- "**brand DNA**"
- Strategijo produkta - **dizajn, branding**
- Prodajna strategija - **kje boste prodajali izdelke**
- Cenovna strategija - **£££**
- **Strategija komunikacij** - PR, blogi, promocija
- **Spletna stran**
- **Licencna strategija** - pogodbe
- **Organizacija ljudi** - delovna struktura



KAJ DEFINIRA SUPER ZNAMKO?

- JASNOST
- PRIZADEVANJE
- ZASCITA
- FLEKSIBILNOST
- IZVIRNOST
- RELEVANCA
- DRUGACNOST
- CONSISTENCA
- PRISOTNOST
- RAZUMEVANJE

Svetovno znane znamke imajo ciste osebnosti in mocno DNA konsistentno razporejeno po vseh podrocjih.

To se vidi v:

- Povecani prodaji in profitu
- Zaupanju kupcev
- Kupci se zlahka prilagodijo spremembam



KAKO PRITI DO BRAND DNA-JA?

Kaj mi pocnemo?
Kako to pocnemo?

+ bodite to kar ste



PAUL'S BOUTIQUE BRAND DNA:

What we do – **Elegance**
How we do it – **Edgy**

"EDGY ELEGANCE"



POVZETEK DRUGEGA DELA

- Spoznali smo kaj je (brand) marketing
- Spoznali smo kaj je marketinska strategija
- Kaj naredi super znamko
- Brand DNA

3. DIZAJN

DIZAJN PROCES

1. Inspiracija: Mood board - brave, oblike, trendi,...

2. CADs

3. Spec Sheet

4. Plan kolkecije

5. Prva produkcija

6. Sampli + popravki

7. Produkcija

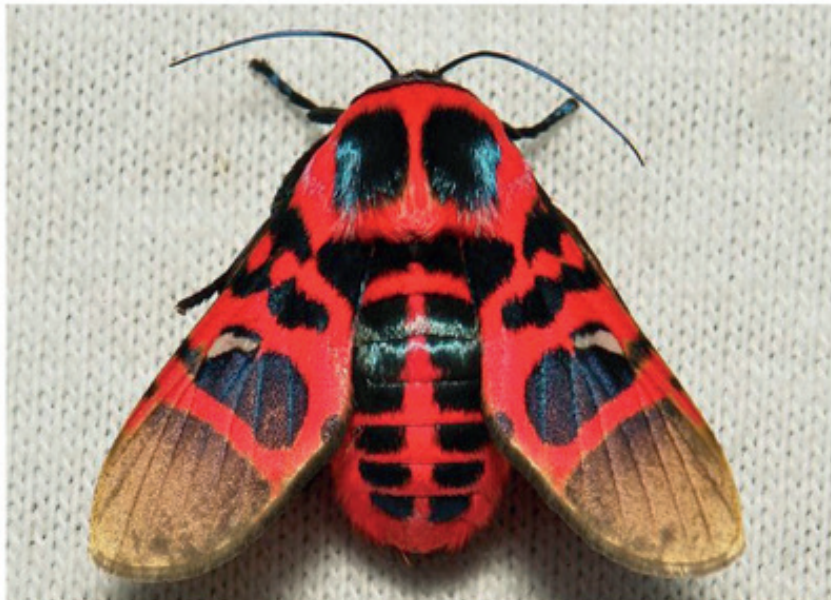


Dogovor s
proizvajalcem

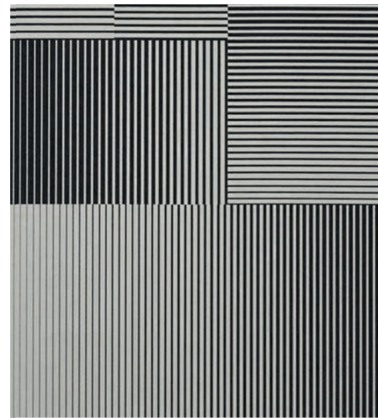


Design
Matters.

1. INSPIRACIJA



A/W 16/17



S/S 17

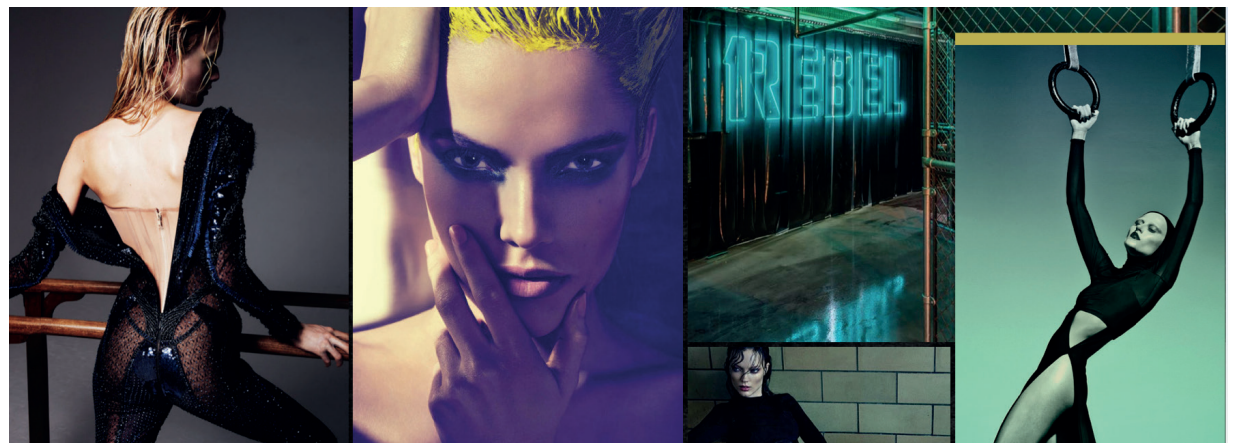


A/W 17/18



GREY

Green-cast graphite greys lead for A/W 16/17, later shifting to cleaner, granite inspired shades for summer. For A/W 17/18 the powdered and chalky levels of steel grey, limestone and more delicate mouse are introduced further establishing grey's importance.









1. CADs



**PHOTOSHOP
+
ILLUSTRATOR**

4. PLAN KOLEKCIJE

STYLE	SKETCH	FABRIC	COLOURS	SIZES	RRPE	COST WITH 68%	ACTUAL COST	MARGIN ACHIEVED	TOTAL QUANTITY	TOTAL COST	TOTAL RETAIL	TOTAL MARGIN	
Long sleeved hooded mac		Outer - 100% re-cycled plastic		Ages: 3 to 4	£24.99	£7.99	£10.49	58.02%	1000	£10,490.00	£24,990.00	58.02%	
				5 to 6	£24.99								
				7 to 8	£29.99	£9.59	£12.39	58.69%	1500	£18,585.00	£44,985.00	58.69%	
				9 to 10	£29.99								
				11 to 12	£29.99								
3/4 sleeve poncho		Outer - 100% re-cycled plastic		Ages: 3 to 4	£14.99	£4.79	£5.84	61.04%	600	£3,504.00	£8,994.00	61.04%	
				5 to 6									
				7 to 8	£19.99	£6.39	£7.79	61.03%	950	£7,400.50	£18,990.50	61.03%	
				9 to 10									
				11 to 12									
3/4 sleeve long poncho		Outer - 100% re-cycled plastic		Ages: 3 to 4	£16.99	£5.44	£6.80	59.98%	600	£4,080.00	£10,194.00	59.98%	
				5 to 6									
				7 to 8									
				9 to 10	£21.99	£7.04	£8.90	59.53%	600	£5,340.00	£13,194.00	59.53%	
				11 to 12									
									£49,399.50	£121,347.50	59.29%		

4. PRIMERI PROJEKTOV

BRAINSTORMING + VPRASANJA

HVALA!