

ROBERT VERNON ASSOCIATES



Robert Vernon Associates - Business Strategy.

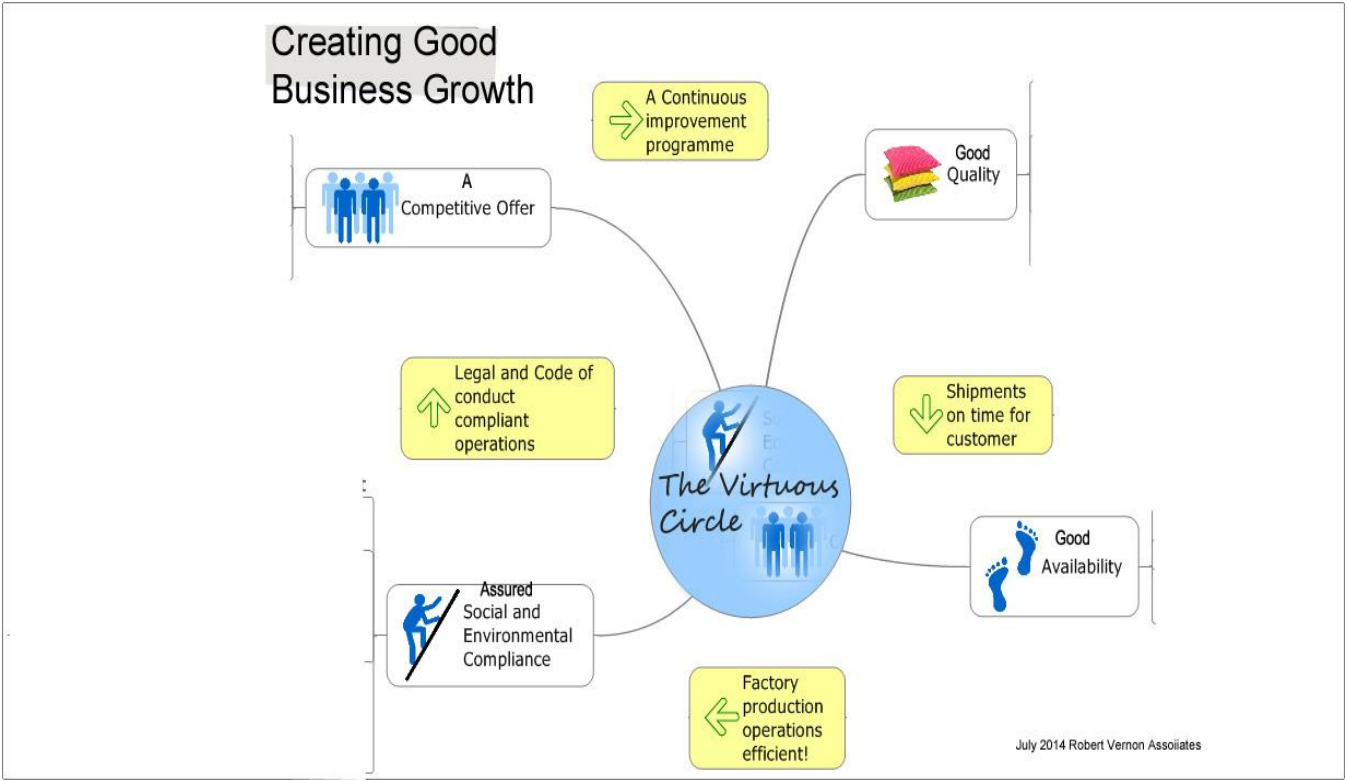
Provide Management Consultancy, training and development in Corporate Social Responsibility and Quality Assurance, aligned to a business advantage - securing the client company's DNA of Good Business Growth.

The concept of the Business Virtuous Circle and the application of the **Quality Social and Environmental Business Advantage** shall be the cornerstones of the company; guiding all plans, implementations and client service agreements for:

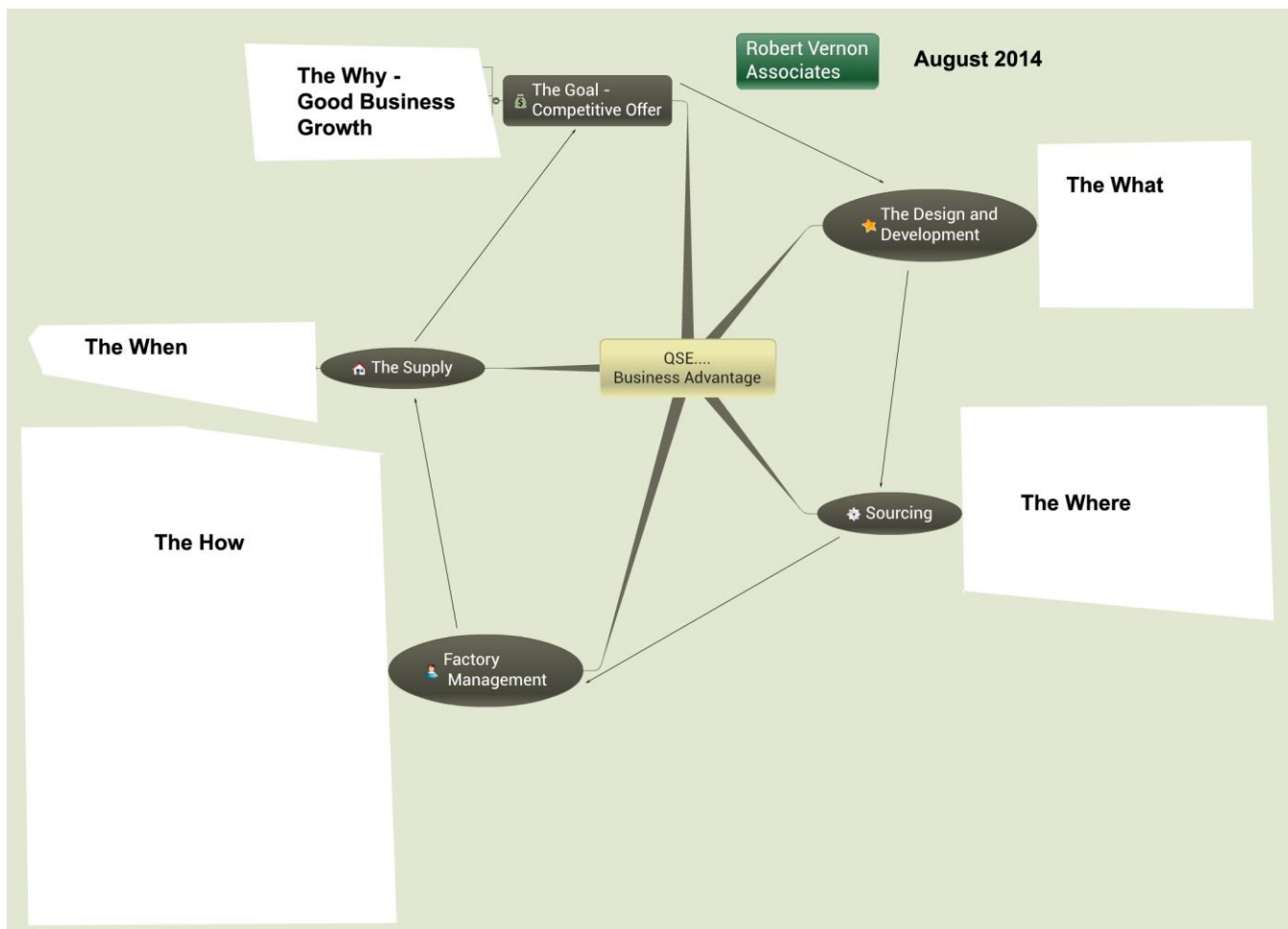
- Customized training programmes.
- Support and guidance in design, source, production and supply chain.
- Management support in production and logistic operations on the shop floor.
- Working with the Key Performance Indicators of:
 - Improved Availability of the product/service
 - Cost Efficiency
 - High levels of understanding on Customer Experienced Product Quality
 - Company Compliance in Legal and Ethical standards performance



A. The Business Virtuous Circle



B. The Quality Social Environmental Business Advantage



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Introduction:

The business requirements of compliance and brand protection in **Q**uality, **S**ocial and **E**nvironmental are now very well understood in the business community.

However, the implementation and application in organisations are very often within silos of function and outside the daily commercial operations of sourcing, buying, production and supply chain management. This has led to separate management and team structures for Quality, Social and Environment. They then may have their own goals and targets which are usually measured (possibly contributing to sub optimization) through operational audits, completion of checklists and installation of management programmes, methods and development tools. While these have brought some benefits, many businesses have not fully aligned and joined up their **QSE** within the company. Commercial, technical and supply chain activities should all be working to the same goals to achieve a more efficient and effective business; providing quality/ ethically assured products, that are available on time at a competitive price.

The Robert Vernon Associates' Service:

Based on a wealth of experience and history of success working with the Quality, Social and Environmental Business Advantage in Europe and Asia we can provide the following services:

- Specifically tailored and devised training programmes for all functions and levels in a client's organization.
- Social and Environmental Management support and implementation
- Quality Management support and implementation
- Supplier Production Development Programmes
- Management/Leadership and Business Consultancy
- Team Building and Team Dynamics support
- Design and Product Development support
- India Retail Supply Chain and Business consultancy.

Robert Vernon Associates Management Team:



Robert Vernon Associates are led by its Director Mark K. Astley who has over 30 years of production and international sourcing experience. 22 years in IKEA Trading and Tesco Sourcing as a senior manager working mainly in developing regions of Asia and Eastern Europe. He was part of the team that developed the ground breaking IKEA Way of Purchasing Home Furnishings products – IWAY. It was during his years with IKEA that he and fellow co-workers developed the IKEA Competitive Advantage and The Virtuous Circle. These were developed to drive the QSE issues into the daily IKEA Trading and IKEA of Sweden business activities. The aim had always been to move Quality, Social and Environmental from a cost perception to actually a way of working and mindset to increase and improve profitability. For the last 10 years Mark was based in South Asia; living and working in India, Bangladesh and Pakistan, responsible for business development - applying the Business Virtuous Circle Concept.

We now look to spread these ideas and concepts into the wider business community through our management team and network of Associates. We are dedicated to improve the lives of all stakeholders from the factory operator, the local communities, client co-workers, company owners and of course the final user - the customer.

The Scope of Operation:

Business sectors and industries where Robert Vernon Associates can offer the best service and solutions:

1. Retail Buying and Merchandising Operations Europe and North America
2. Trading Representative Offices, Europe and Asia
3. Production and Distribution units – Management and Operations
4. International Development Agencies
5. Training in Higher Education and Professional Institutes
6. Indian Sub Continent Sourcing and Retail operations

The Client Assignment Process Steps:

1. Develop and train Quality, Social and Environmental into the DNA of a client organization using the Robert Vernon Associates' concept and business advantage.
2. Start implementation with the Design and Product Development stage – support the process and secure the output.
3. Help develop and structure the sourcing and buying teams, tools and mindset as per the concept and business advantage.
4. Develop the Supplier (factory) base to secure the client's brand equity and provide the QSE Business Advantage in:
 - a. Price and cost development
 - b. Availability - From production to the shelf
 - c. Quality: Process Control and Customer Experienced Product Quality
 - d. Social/Environmental
5. Develop the Supply Chain process – packaging and logistics - availability
6. Support and advice on the retail plans and implementation - specifically India.

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The International Development Service

Also as part of our main service offer we can provide management support and project guidance for the International Development Community:

Foreign aid does an enormous amount for the world's poor, but many times when projects end, the recipients of aid can still remain poor. With Robert Vernon Associates background and experience working in developing countries, we can provide valuable support for government and NGO programmes using the Buyer Led Approach to Development.

1. Buying organizations should be recognized as central figures linking suppliers with market demand.
2. This can then shift the focus of Development Projects to being a response to market opportunities.
3. Instead of Development Projects seeking their own KPI's, we would work to emphasize and secure a developing business units success, aligning it to the needs and security of its community stakeholders.

Using the Virtuous Business Circle and QSE Business Advantage we can provide services that focus on production activities/ value chain management in developing countries; from the urban factory operation, down to the micro level of rural production units - benefiting the Suppliers, their Community and the Buyer.

Added Value Services

In addition to our main service offer we also provide the following additional services:

- Quality, Social and Environmental Auditing and Audit Training programme for 1st and 2nd party activities.
- Leadership and Management Consultancy
- Indian Retail advice and supply chain penetration to secure the right support and guidance in this emerging and still challenging business environment.
- Guest lectures at training institutes and business conferences.
- Textile Factory Management Efficiency Development Programmes

Contact Robert Vernon Associates:

For more information and detailed discussions on how we can help and support your business, commitment to the local/global community and your competitiveness contact:

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