BUSINESS PROPOSALS

for

NEW FURNITURE SYSTEM

OVERVIEW

In the following pages we shall present a series of different versions of the new furniture system, each one examined from the point of view of money and business.

Each one will incorporate features of the others.

We shall therefore refer to them as SYSTEM 1, SYSTEM 2, etc.

SYSTEM 1 is the most highly decentralised, and also the simplest. It is the exact system we have developed during the mockup phase, translated into business terms.

SYSTEMS 2,3, 4 etc, will build on the ideas of SYSTEM 1, and become progressively more centralised.

SYSTEM 1
CUSTOM CES VERSION, WITH PAINTED SURFACES.

-o0o-

METHOD OF LAYOUT BY CLIENTS.

Layout process will be a computerised process, in which managers, and workers, together, lay out their office space, using CES program.

The program is provided as part of the service, by local Haworth affiliate and franchise.

The total work involved requires about one hour of each workers time.

Facilities managers have very little role. We would encourage managers or groups, units and departments, to become involved themselves, because of the impact on work and production.

Final layout is recorded on disc, and decisions about items of furniture are translated directly from the disc, into an orderlist, which goes to local manufacturing plant.

SPECIFICATION.

All furniture would be built in wood, both pine and plywood, custom built and custom finished, to a modest level of finish. It would not be like high class residential custom cabinet work, but more informal.

The final finish would be hand painted. Customers could also have the option of an all white painted finish.

Customers would have a guarantee of something perfectly fitted to their needs, with special attention wherever necessary figured in as part of the price.

ADVERTISING

The system would be marketed with three main advantages:

1. A custom design and built item
2. More beautiful and natural, for the same price.
3. Much higher work efficiency and work morale, caused by improved environment.
4. Involvement of the users.

LOCATION OF MANUFACTURE.

Highly decentralised. The furniture will be made in a workshop within 30 miles of the sales points.

COST OF MANUFACTURE.

Under these conditions, with non-union shops, price of manufacture will be about 30/sf.

COST TO CLIENT.

Client will have to pay for manufacture, delivery, installation, handholding, and profit to Haworth. The following balance sheet shows expected breakdown of costs:

PROFIT TO HAWORTH.

The local delivery and manufacturing, would be privately owned, but licensed or franchised from Haworth. Under the assumption that this manufacturing operation is licensed or franchised by Haworth, Haworth will receive 20% of gross sales, or about xxx per workstation, for ~~about~~ no Capital outlay.

DELIVERY TIME.

Delivery time will depend on the size of job, and capacity of the local manufacturing shops.

METHOD OF DISTRIBUTION

METHOD OF SERVICE ORGANISATION.

PUBLIC IMAGE OF THE SYSTEM.

The system will be sold as a Haworth product, done jointly by Haworth and CES, and sold with guarantee and good name of Haworth behind it.

EXTENT OF PREFABRICATION

All fmt will be produced by flexible manufacturing techniques, in modules, but will dimensions fixed by client.

Modules can be shipped and assembled on site.

UNIT .

UNIT . 1. WHOLE . UNIT STUFF .

X.

2. GROUP 1 . NAME, AREA, WORKERS, COORDINATES,
3 G – 2
4 G 3
5 CO . 1
6 CO 2
7 C1 1
8 C1 2
9 C1 3

AREAS, NUMBER OF PEOPLE, COORDINATES, XMAX, . . . , GET. ARRAY @ [illegible] : ORIGIN DRAWING,

ARTEMIS

Group 1 .

Y

1 WHOLE STUFF . (NAME, AREA, WORKERS, COORDINATES) .
2 . COMMON
3 . WORKER 1 , NAME, AREA, COORDINATES,
4 . unit 2
5 . hm 3

LOCATION, ORIENTATION WINDOWS .

WORKER 1

Z

1 . WHOLESTUFF (NAME, AREA, COORDINATES)
2 . ~~[illegible]~~ FURN 1 , CENTER, COORDINATES .
3 . FURN , CENTER, COORDIN— , DIMENSIONS .
:

U(1,1,1)
U(1,2,1)
U(1,1,2)
U(2,1,1)

	Actual X Y coordinates.
X group Y work . Z . piece .	

3. PRICE OF VARIABLES.

The system is designed so that there is no penalty for choosing variables. Each element of furniture has a fixed price, and the key part of the deal, is simply that you can get the element you want, at whatever size you choose.

4. MANUFACTURING OF ELEMENTS

The elements are manufactured in shops whjich function in a way quite similar to that used by a wood window shop. It is set ofup with a system of matrerials, jigs, etc, so that it can produce custom items, with dimensions chosen by customer, at no special increase of price.

5. SPEED OF PRODUCTION.

It is also essential that the customer does not have to waiut for long delivery time. He can get any element, at the dimensions he wants, within a few days of his order... perhaps no more than seven days.

This is essential, to make the process of custom furnishing, compatible with rapid turn around and change in the office. If waiting time is too long, people will be completely inhibited from custom finishing their offices, and will prefer a system of modular parts, no matter how ugly and inconvenient they are.

6. FRANCHISED LOCAL PRODUCTION SHOPS

It also means that the items must be manufactured in local shops, under franchise. If they have to go through shipping warehousing, etc, from Michigan, it can never be done in 7 days, with the necessary level of flexibility.

Thus we imply a series of local Haworth franchises.