







HOW DO WE ADD VALUE TO OUR NOLA TOYS CUSTOMERS?

Business area	The value-adding activities involved
<p>Design</p> 	<p>We limit the costs of innovation, not the generation of ideas. After our creative team has generated ideas, only those ideas which can be designed within rules limiting the creation of new colours, shapes and materials are progressed. By controlling the number of parts, ensuring they are inexpensive to source and using a standard design, we are agile and can react more quickly to consumer trends. The creative team tests new ideas on customers and encourages them to submit ideas and be part of our innovation process.</p>
<p>Manufacturing</p> 	<p>Manufacturing facilities are close to core markets, which means Nola Bricks are on shop shelves quickly and we can respond at speed to last-minute demands. Our operations are efficient – we use the most advanced manufacturing technology with high levels of automation.</p>
<p>Planning and forecasting</p> 	<p>We work with large retailers to forecast demand levels to ensure product availability, particularly at peak sales times such as the run up to festivities and celebrations or when new products are launched.</p>
<p>Sales, marketing and brand management</p> 	<p>Our brand is protected using patents and trademarks. We operate branded stores to create immersive brand experiences for customers and have invested innovatively in our online presence such that 25% of our sales are now through our website. We deal with a limited number of retailers to minimise costs.</p>
<p>After sales service</p> 	<p>We collect feedback from our customers at every opportunity to ensure we deliver an exceptional experience whenever they interact with us.</p>
<p>Logistics</p> 	<p>We have a very successful sustainable outsourcing partnership with a global distribution company which is responsible for our inbound and outbound logistics, storage and packing, in line with our focus on our core competencies.</p>