

SECRETS OF THE LITTLE RED COW



**INSIGHTS TO
SME BRANDING
& GROWTH**

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WHY LITTLE RED COW?

“

All the green [area] is Indonesia.

And that red dot is Singapore.

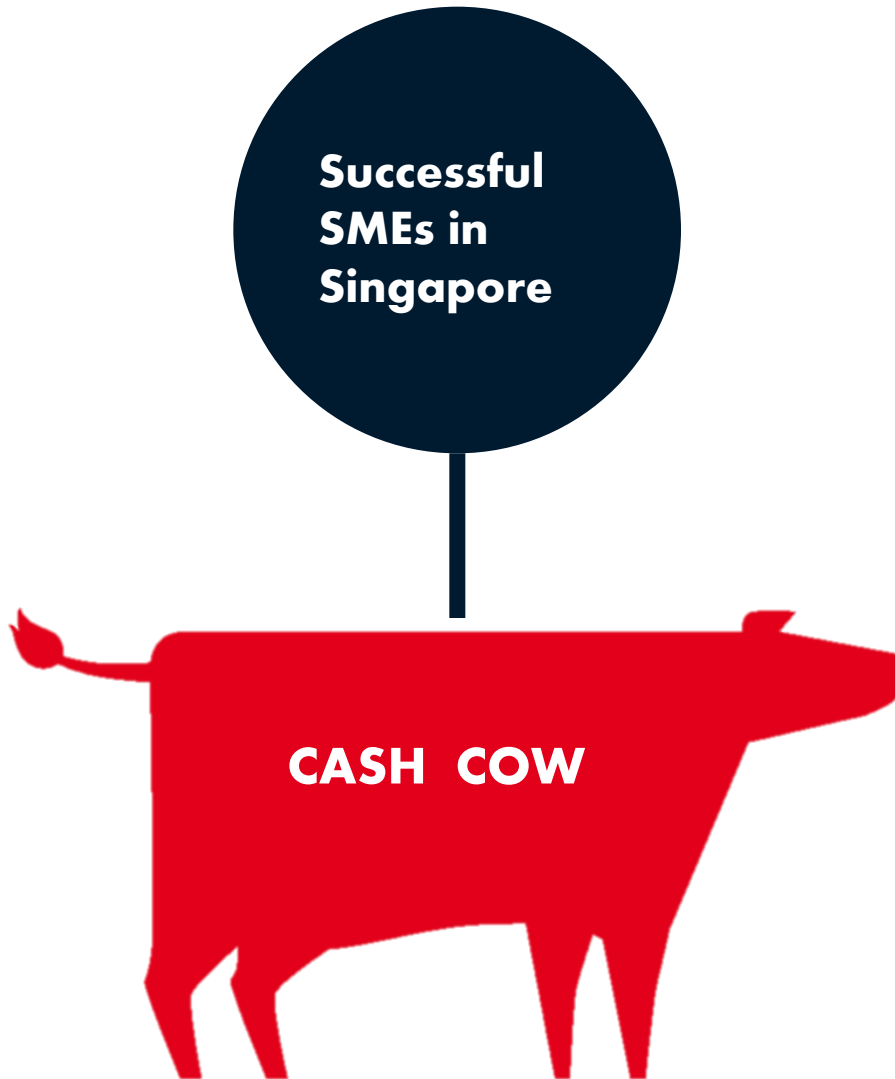
- Former Indonesian President Habibie

RED COW?



= LITTLE RED DOT

WHY LITTLE RED COW?



A . S . L O U K ^e N

Brand Growth Partner

PARTNERING

OVER 700

LITTLE RED COWS

SINCE 2000

A . S . L O U K ^e N
Brand Growth Partner

SIZE DOES NOT MATTER AT FIRST

GET THE **FOCUS** RIGHT AND YOU WILL GROW

SECRET

#1

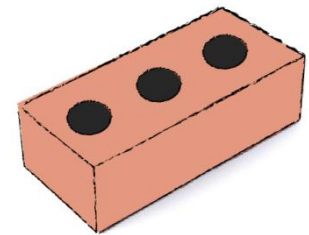
"If I had a brick for every time I've repeated the phrase



Quality, Service, Cleanliness and Value,

I think I'd probably be able to bridge the Atlantic Ocean
with them."

—Ray Kroc



BRAND-DRIVEN FOCUS

Quality, Service, Cleanliness and Value.

BRAND-DRIVEN FOCUS



PROFIT DRIVEN MODEL

BRAND-DRIVEN FOCUS



PROFIT DRIVEN MODEL

Where most SMEs are

BRAND-DRIVEN FOCUS



PROFIT DRIVEN MODEL

Where most SMEs
need to be

Where most SMEs are

C H A R L E S & K E I T H

Fashion-forward designs that fit the Asian woman

Single-minded Vision



START BY REALLY KNOWING YOURSELF

AND WHAT YOU CAN DO BEST

SECRET

#2

UNIQUE COMPETENCY



AND WHAT YOU CAN DO BEST

HOW DO YOU FIND YOUR

UNIQUE COMPETENCY

Our Take:

UNIQUE COMPETENCY

Is typically fuelled by

THE FOUNDERS' PASSION



BreadTalk[®]

UNIQUE COMPETENCY



Artistic Creativity & F&B

BreadTalk[®]

Innovative F&B Concepts



Artistic Creativity & F&B

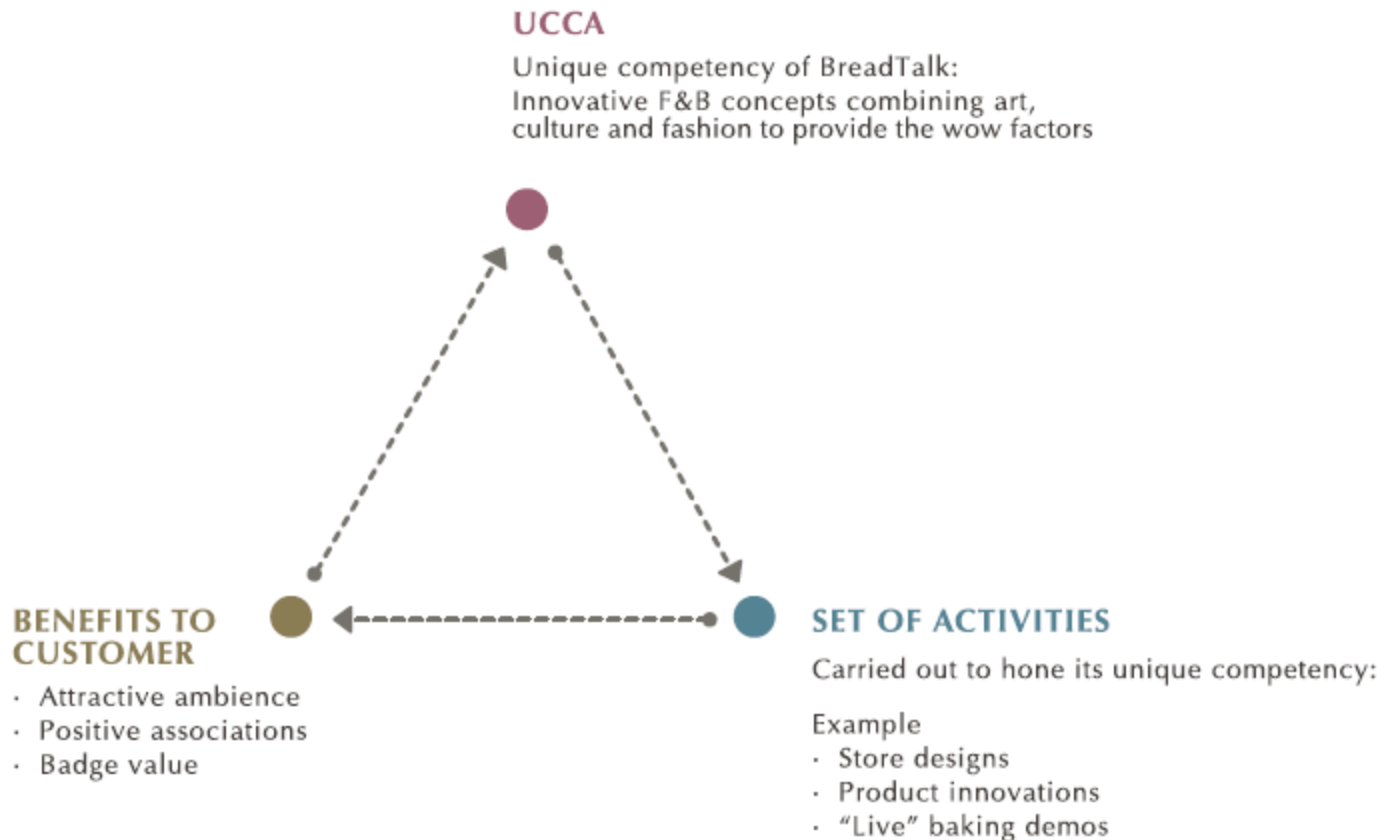
SUSTAINABLE BUSINESS

The higher its chances of building a

The **more** a brand understand its

UNIQUE COMPETENCY

SUSTAINABLE BUSINESS



Questions to ask yourself

- Do you have an overall business purpose (vision) that you hope to fulfill in the marketplace?
- Do you work on brand strategic planning exercises year on year?
- Do you understand the value that your brand offers in the marketplace that truly differentiates you from your competitors?



NO MATTER HOW COMPETITIVE THE INDUSTRY IS

**BRANDS CAN ALWAYS FIND
A DISTINCTIVE SPACE**

SECRET

#3

World's Safest Car?

Volvo

**Affordable
well-styled
Furniture?**

Ikea

**Lifestyle MP3
Player ?**

Apple

**BRANDS CAN ALWAYS FIND
A DISTINCTIVE SPACE**



PURCHASE DECISION



A DISTINCTIVE SPACE



SUSTAINABLE PROFITS

SKINC™
SKIN SUPPLEMENT BAR

Efficacious and fuss free

Customised to different skin needs

Empowerment

Distinctive
Brand
Space



Range of efficacious skincare serums



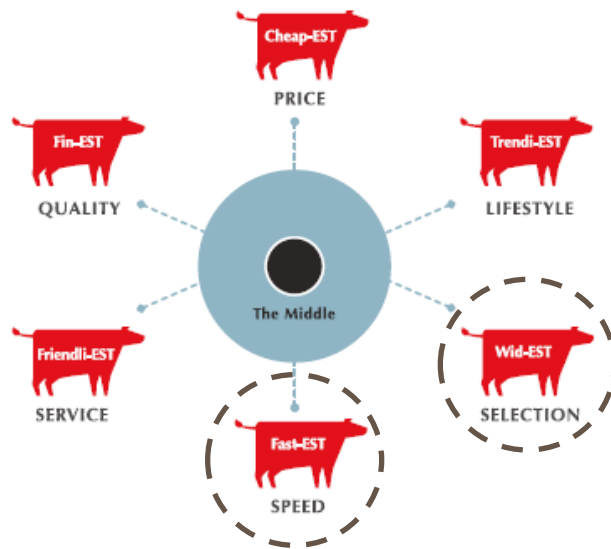
Time-starved career women

Skinc Outlet in Spain



Adopt two or more of these value propositions to mark the brand space.

E.g. Offering the widest selection of trendiest shoes



Bundling

2. Identify value offering

Demographics

Behavioural

1. Understand
target customer

Psychographics

Differentiation

Bundling

Specialisation

2. Identify
value offering

Questions to ask yourself

- Is the brand space that you are occupying now clear and well-differentiated?
- Are you working on building your organisation's competencies that will help fill that brand space in the marketplace?
- Do you have focus in your business activities?
- Which of these positioning strategies are you considering – specialisation, differentiation or bundling of value?



Skin Inc 10 Truth.mov

cindylau1000 1 video  [Subscribe](#)



Skin Inc's Brand Truths



Video player controls:   0:06 / 1:58 360p   

Direct and tangible
– what a customer
sees and touches.
E.g. safety & durability

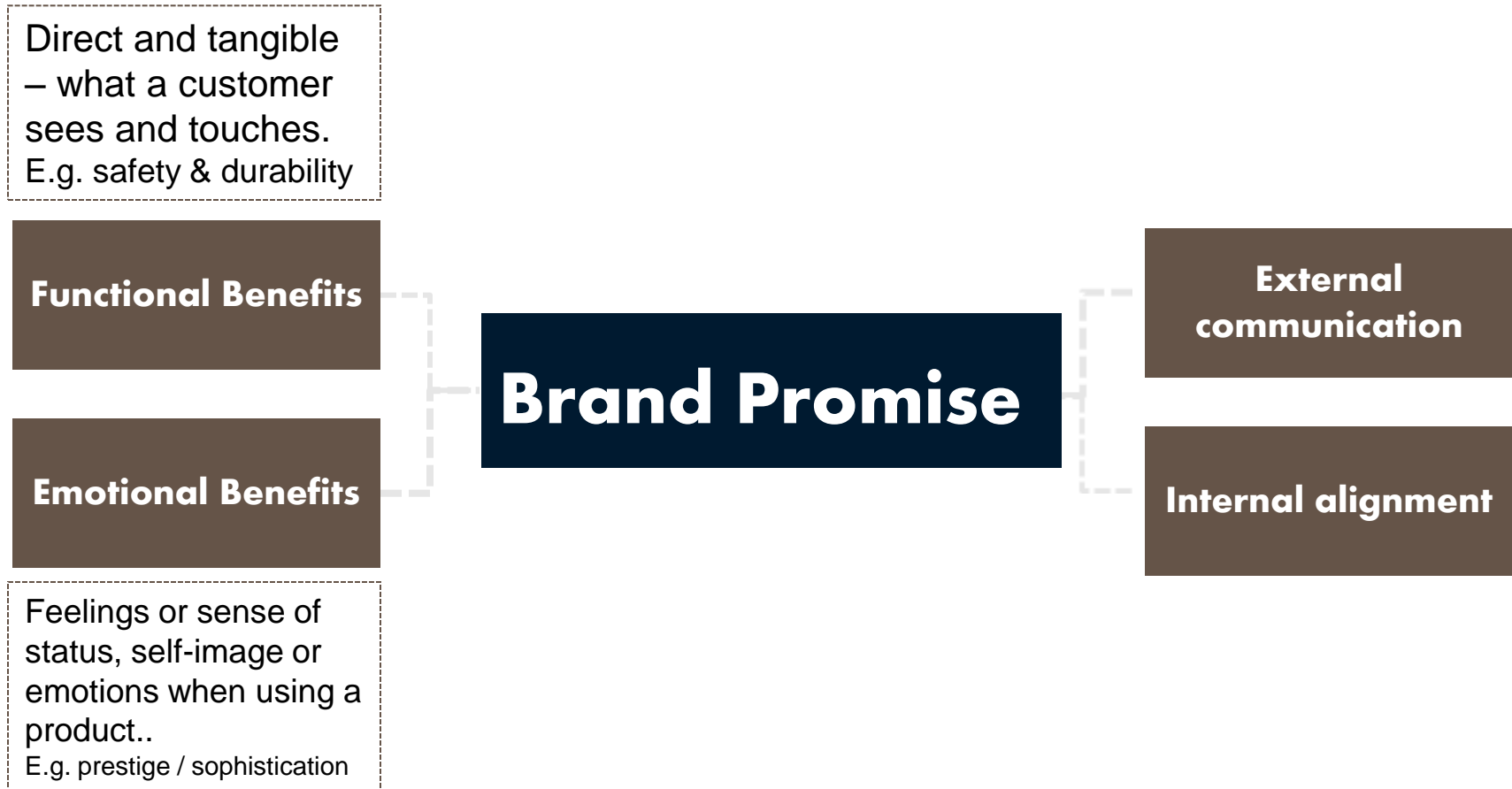
Functional Benefits

Emotional Benefits

Brand Promise

**External
communication**

Internal alignment






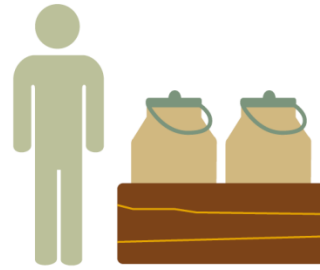




**Why are some
SMEs unable to
deliver their
brand promise?**



**Why are some
SMEs unable to
deliver their
brand promise?**



Customers

Do not know how to communicate the promise of brand to customers

Staff not delivering the promise to customers



Brand



Staff

Do not know the brand promise to be delivered

Questions to ask yourself

- Do you have an invisible contract of promise to your customers?
- If not, how can you go about finding your brand promise?
- What are the functional and emotional benefits of your brand?
- Is there a gap between your brand promise and your brand delivery?
- How can you close this gap?



THE PERSONALITY OF A BRAND HINGES, TO A LARGE EXTENT,

ON THE **BRAND OWNER'S**
CHARACTER, PERSONALITY AND VALUES

SECRET

#5



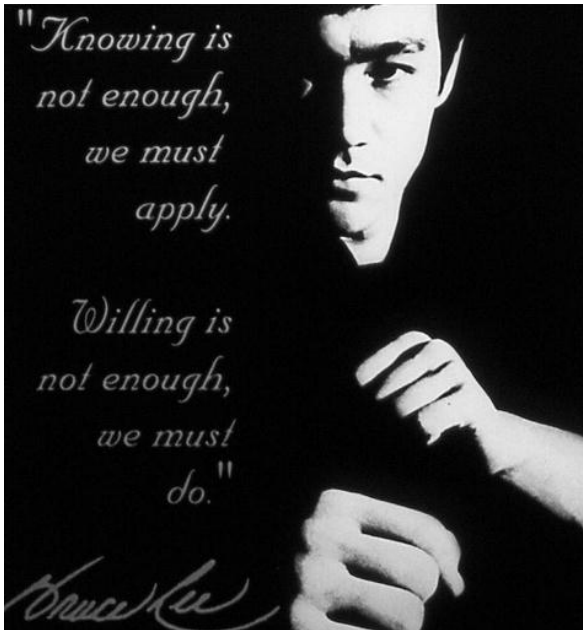
BRAND
Association

BRAND
Association

BRAND
Association

BRAND
Association

BRAND
PERSONALITY



DIFFERENT TYPES OF BRAND ASSOCIATION



**ENDORSE
- MENT
Association**



**ICON
Association**



**COUNTRY
Association**



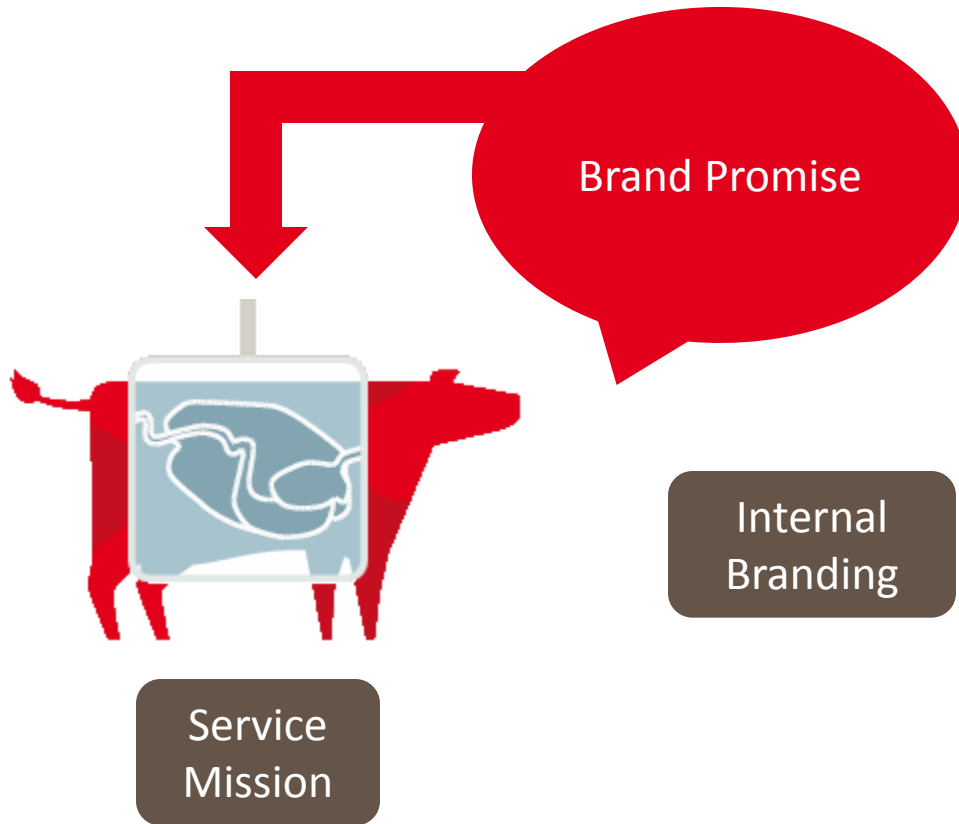
**COLOUR
Association**

**BRAND
PERSONALITY**

Questions to ask yourself

- Does your brand personality relate back to your unique competitive advantage, brand promise and customer benefits?
- Does your brand have strong reasons or beliefs to support its brand positioning claim?
- What are some focal associations you can claim for your brand? If not, what areas can you develop?
- What are the key characteristics that best express your brand personality?
- Is the personality of the brand closely tied to your own personality? What traits can be retained to support the brand expression?



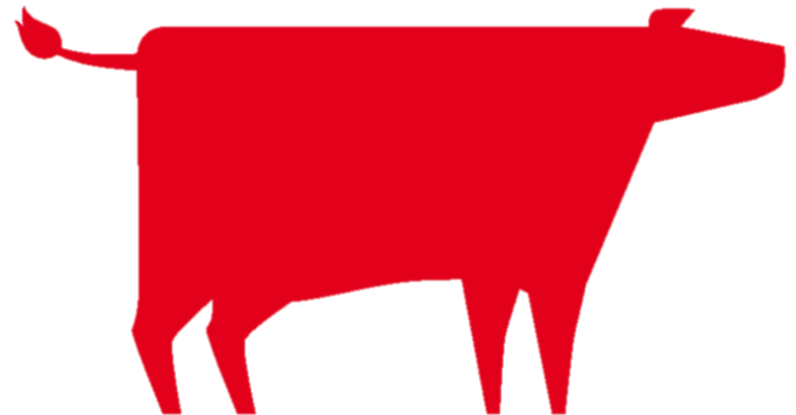




Customer Service Philosophy

Questions to ask yourself

- How committed is your team to your vision?
- Does your team buy into your vision? Do they demonstrate the brand values?
- Have you communicated your company brand promise to your staff?
- Have you conducted a reality check on staff perception of the brand?
- Have you put in place policies, systems, measurements and rewards to encourage brand promise delivery?
- When was the last time someone in your company initiated an internal branding activity? Did the management or staff initiate it?



TO MAKE MONEY,

**FIRST PROTECT YOUR INTELLECTUAL PROPERTY
THEN MANAGE YOUR IP WELL**

SECRET

#7

WHAT TO PROTECT?

Protection	Examples	How to protect
Trademark	Brand name, brand logo, tagline.	Register your trademark
Registered design	Mobile phone design, perfume bottle design	Register your design
Patent	Water purification technology, renewable energy technology	Register your patent
Copyright	Training curriculum, franchise manuals	Common law protection
Trade secret / confidential information	Food recipes, customer data	Include confidentiality clauses in legal agreements. Enforce HR policies

IDENTIFY THE KEY VALUES AND SUCCESS FACTORS
OF YOUR BUSINESS

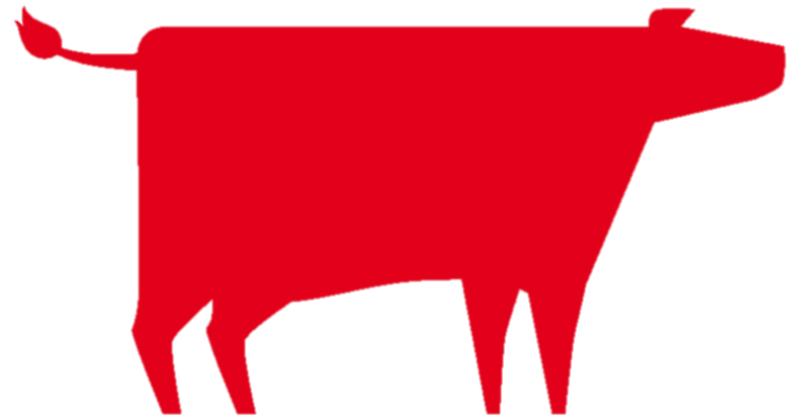
AND USE THEM TO **REPLICATE IT**

SECRET

#8

Questions to ask yourself

- Have you identified the values with which to build company-owned or franchise outlets?
- Have you identified the key success activities of your company? Do you have a comprehensive franchise marketing kit and process in place?
- Have you performed financial modeling?
- Do you have a comprehensive franchise system documented in franchise manuals?
- Do you have a franchise management team and process in place?



**SUCCESSFUL INTERNATIONALISATION REQUIRES
RESEARCH INTO OVERSEAS TARGET MARKET AND**

**MODIFYING YOUR BUSINESS
TO SUIT EACH MARKET**

SECRET

#9

- 1) Check out overseas demand for your product or service
- 2) Deal with country-specific issues
- 3) Handle legal and IP processes
- 4) Adjust your business operating system
- 5) Set up financial systems
- 6) Formulate and implement market entry strategy

1) Check out overseas demand for your product or service



Adapted products for the Japanese market with smaller, space-saving furniture designs



CONCLUSION

THANK YOU.



**LET'S STAY
CONNECTED**

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