

Charterhouse has grown into a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and established a pedigree of print management with the aim to constantly exceed its clients' expectations.

Its aim is to lighten its clients' workload and reduce their cost. From the very first meeting it participates fully with its client's creative team. By understanding a client's objectives at an early stage Charterhouse can draw on its experience and expertise to deliver practical solutions to meet their needs.

One of the keys to Charterhouse's success is the experience of its print professionals who can provide a personal service on-site so ensuring a quick response and guaranteed results. And yet when it comes to print buying, Charterhouse is totally independent, with no in-house press capacity of its own. This means they can select the right printer for the job, the right specialist that fits the timescales and the right cost for the budget. It also means that Charterhouse can get on with doing what it is good at, controlling the quality of the colour, and managing the process from inception to the delivery.

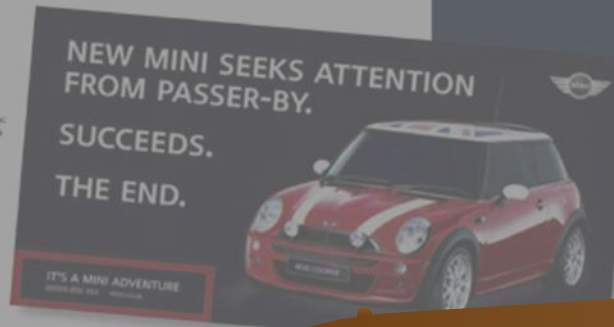
Ten years ago Managing director, Gary Mahoney, recognised that the market for print was changing and print management had emerged as the way forward. While in the early 1990s many companies were cutting back on their print buying departments to concentrate on their core activities, Charterhouse adapted to meet the needs for quality advice and professional guidance. Apart from the print management services, it also acts as a consultant to companies with needs for print related products.

One of the company's major strengths is that almost all of the account teams have a very strong print manufacturing background and are all very aware of the strengths and weaknesses of each of the processes. They handle a huge variety of projects, including above-the-line advertising work, point of sale, direct mail, cardboard engineering and rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide

Various samples of Renault work



Right and below: Outdoor posters



Charterhouse

The growing demand to control print spending and maintain quality in a dynamic business environment requires a special skills-set. Charterhouse has developed an enviable reputation for success in a demanding sector.



Various samples of work

proactive solutions to any creative challenges that are placed their way. Today, Charterhouse has a £18m turnover and growing teams who handle account work, either from Charterhouse's headquarters in Hatfield or within its client's offices, working side by side to react instantly to their clients' production needs. It still maintains an office in the West End in order to be close to a number of its clients, major advertising agencies, which include WCRS, Publicis Dialog, Weldon & Kennedy, handling projects for Nike, Honda, Camelot, BMW, Renault and many more. Charterhouse's work is split between direct clients and advertising agencies. It now has contractual relationships with clients such as Marks & Spencer, Wals

"The appointment of Charterhouse as our print management company has enabled us to effectively control the cost of our in-store print." Paul R Day, Production Controller, Wicks Marketing Department

"Charterhouse has made a valuable contribution to the service and creativity provided by Publicis Dialog to our clients. Their knowledge base, purchasing standards and production capabilities create a 'crowd' of solutions that meet our deadlines and client briefs." Helen Riddle, Head of Production, Publicis Dialog

"Over the last four years, Charterhouse has always exceeded our expectations and delivered a high quality nature of our work with the least amount of time to produce and have never let us down." Gary Mahoney, Managing Director

solution to each and every production need. Charterhouse has an extensive array of digital proofers, filmsetters and ctp systems in order to be able to manage any job it receives from a design house. When a file comes in from a client, Charterhouse will fight to get it approved the client's branding before progressing further. Nothing is left to chance. It also runs a full range of proofing services, a good example of this being a new way of checking colour on CTP plates. Many clients rely on it for quality checking all their work.

A great deal of time and investment has also been spent on bespoke MIS and e-management systems to track and record the progress of print jobs. Charterhouse totally believes in the value of electronic systems, but also recognizes the importance of the human touch. MIS systems are not seen as a substitute for face-to-face interaction with its clients. It is a fantastic way of communicating with its clients off-site, but the personal touch is still the core principle at the heart of the way Charterhouse works.

Charterhouse has a full network of suppliers and prefers to work in partnership with these suppliers to achieve efficiencies, rather than using their purchasing muscle to force prices down. In a world where companies are aggressively seeking to reduce costs, improve processes, enhance quality and receive high levels of responsive service Charterhouse are perfectly positioned to deliver. It is a growing and demanding market. www.charterhouseuk.com

Charterhouse for this time they have exceeded our expectations and delivered a high quality nature of our work with the least amount of time to produce and have never let us down." Gary Mahoney, Managing Director



Экономика медиа: продукция и конкуренция

 **ВЫСШАЯ ШКОЛА ЭКОНОМИКИ**
НАЦИОНАЛЬНЫЙ ИССЛЕДОВАТЕЛЬСКИЙ УНИВЕРСИТЕТ



Рынок

Charterhouse has grown into a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and established a pedigree of print management with the ability to instantly exceed its clients' expectations.

Its aim is to lighten the workload and reduce the time from the very first meeting it attends to its client's creative team. By understanding a client's objectives at an early stage Charterhouse can draw on its experience and expertise to develop the practical solutions to meet their needs.

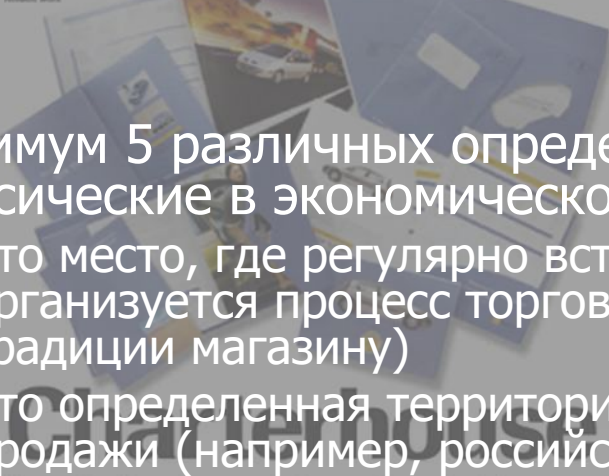
One of the keys to Charterhouse's success is the experienced team of print professionals who can provide a personal service on-site so ensuring a quick response and guaranteed results. And when it comes to print buying...

Charterhouse is totally independent, with no in-house press capacity of its own. This means they can select the right printer for the job, the right specialist that fits the timelines and the right cost for the budget. It also means that Charterhouse can get on with doing what it is good at, controlling the quality of the colour, and managing the process from inception to the delivery.

Ten years ago Managing Director, Gary Mahoney, recognised that the market for print was changing and print management had emerged as the way forward. While in the early 1990s many companies were cutting back on their print buying departments to concentrate on their core activities, Charterhouse adapted to meet the needs for quality advice and professional guidance. Apart from the print management services, it also acts as a consultant to companies with needs for print related products.

One of the company's major strengths is that almost all of the account teams have a very strong print manufacturing background and are all very aware of the strengths and weaknesses of each of the processes. They handle a huge variety of projects, including above-the-line advertising work, point of sale, direct mail, cardboard engineering and rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide

Various samples of Renault work



solution to each and every production need. Charterhouse has an extensive array of digital profers, filmsetters and ctp systems in order to be able to manage any job it receives from a design client comes

client will fight the branding before progressing further. It also runs full proofing press, a good example of a new way of working. Many clients rely on it for quality checking all their work.

A great deal of time and investment in bespoke MIS systems to track and record the progress of print jobs. Charterhouse totally believes in the value of electronic systems, but also recognizes the importance of the human touch. MIS systems are not seen as a substitute for face-to-face interaction with suppliers. Charterhouse has a full network of suppliers and partners to work in partnership with these suppliers to ensure efficiency, rather than using their purchasing muscle to force prices down. Charterhouse is aggressively seeking to reduce costs, improve processes, enhance quality and receive high levels of responsive service. Charterhouse are perfectly positioned to deliver in a growing and demanding market.

www.charterhouseuk.com

Charterhouse for this time they have service. The quality of work has always exceeded their expectations and their prices are very competitive. Due to the dynamic nature of our always left with the best work and have new people. T-Mobile UK

Charterhouse has a full network of suppliers and partners to work in partnership with these suppliers to ensure efficiency, rather than using their purchasing muscle to force prices down. Charterhouse is aggressively seeking to reduce costs, improve processes, enhance quality and receive high levels of responsive service. Charterhouse are perfectly positioned to deliver in a growing and demanding market.

www.charterhouseuk.com

Charterhouse for this time they have service. The quality of work has always exceeded their expectations and their prices are very competitive. Due to the dynamic nature of our always left with the best work and have new people. T-Mobile UK

Charterhouse has a full network of suppliers and partners to work in partnership with these suppliers to ensure efficiency, rather than using their purchasing muscle to force prices down. Charterhouse is aggressively seeking to reduce costs, improve processes, enhance quality and receive high levels of responsive service. Charterhouse are perfectly positioned to deliver in a growing and demanding market.

www.charterhouseuk.com

Минимум 5 различных определений рынка. 4 и 5 определения – классические в экономической теории.

Это место, где регулярно встречаются продавцы и покупатели и организуется процесс торговли (противопоставляется в российской традиции магазину)

Это определенная территория, на которой происходят акты купли-продажи (например, российский рынок)

Это суммарный платежеспособный спрос, предъявляемый на определенный вид товара (например, рынок рекламы; рынок газет)

Рынок представляет собой саморегулирующийся механизм спроса и предложения. Хозяйственные агенты (актеры) сами решают, что продавать и по какой цене. Такой рынок характеризуется как сфера, где доминирует конкуренция между независимыми агентами и свободное ценообразование

Рынок – это экономическая система, в которой саморегулирующийся рыночный механизм является господствующей формой хозяйства.

Р. Бойе

...exceeding expectations on



Рынок

Элементы рынка

- Участники рынка (продавцы-покупатели)
 - Состав производимых и обмениваемых товаров (товарной группы)
 - Структурные элементы – связи между участниками рынка (поставщики, конкуренты и т. д.)
 - Институты (элементы ограничения (правила), ограничивающие и стимулирующие поведение участников рынка – они же «рыночные актеры»)
 - Концепции контроля (представления «рыночных актеров» о рынке и успешной стратегии на нем)
- Единое определение: «совокупность структурно связанных продавцов и покупателей определенного товара (товарной группы), деятельность которых регулируется сходными правилами и разделяемыми большинством участников рынка концепциями контроля»

Радаев В. В.

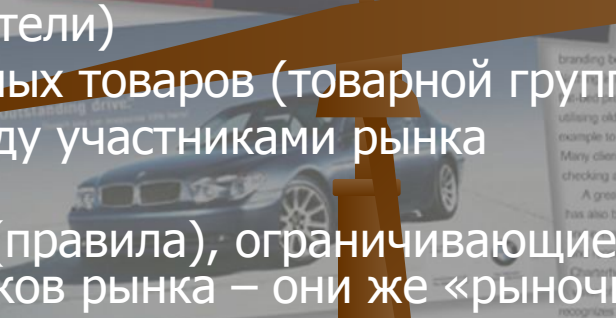
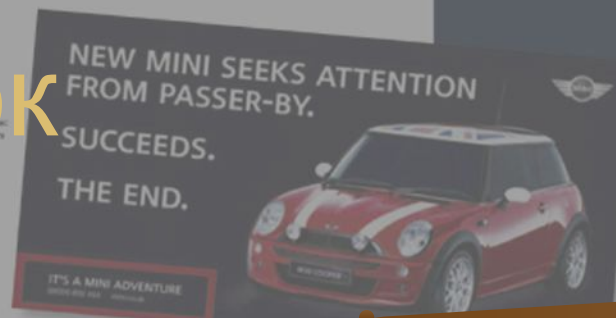
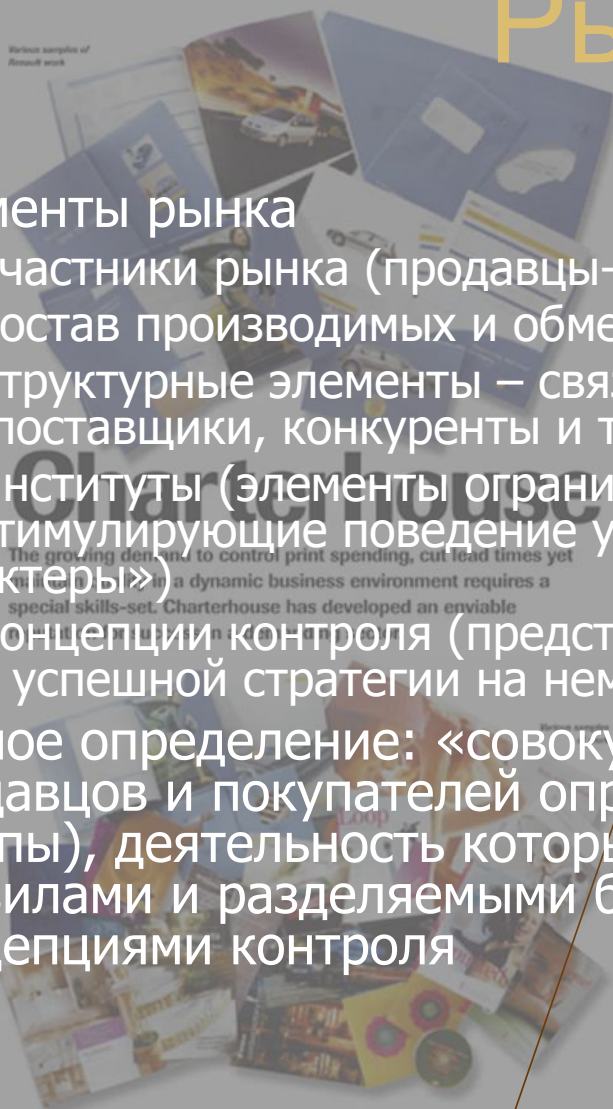
Charterhouse has grown into a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and established a pedigree of print management with the service consistently exceeding its clients' expectations.

Various samples of Resault work

Its aim is to lighten the workload and reduce their cost. From the very first meeting it participates fully with its client's creative team. By understanding a client's objectives at an early stage Charterhouse considers its experience and expertise to develop the practical solutions to meet their needs. One of the keys to Charterhouse's success is the experienced team of print professionals who can provide a personal service on-site so ensuring a quick response and guaranteed results. And yet when it comes to print buying, Charterhouse is totally independent, with no in-house press capacity of its own. This means they can select the right printer for the job, the right specialist that fits the timelines and the right cost for the budget. It also means that Charterhouse can get on with doing what it is good at, controlling the quality of the output, and managing the process from acquisition to the delivery.

Ten years ago Managing director, Gary Mahoney, recognised that the market for print was changing and print management had emerged as a key area to move forward. While in the early 1990s many companies were cutting their print buying departments, Charterhouse focused on their core activities. Charterhouse adapted to meet the need for expert advice and professional guidance. It has since become a leading print management company, also acting as a consultant to clients with needs for print related products.

One of the company's strengths is that almost all of the staff have a very strong print manufacturing background and are all very aware of the strengths and weaknesses of each of the processes. They handle a huge variety of projects, including above-the-line advertising work, point of sale, direct mail, cardboard engineering and rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide



solution to each and every production need. Charterhouse has an extensive array of digital proofers, filmsetters and ctp systems in order to be able to manage any job it receives from a design house. When a file comes in from a client, the client will fight to get it approved the client's branding before progressing further. It also runs a range of systems to track the progress of print jobs. Charterhouse also recognises the importance of the human touch. MIS systems are not seen as a substitute for face-to-face interaction with its clients. It is a further way of working that allows it to be off-site but still provides a personal touch. Charterhouse has a full network of sales and printers to work in partnership with these suppliers to ensure efficiency, rather than using purchasing muscle to force prices down. In a world where companies are aggressively seeking to reduce cost, improve processes, enhance quality and improve levels of responsive service Charterhouse are perfectly positioned to deliver. It is a growing and demanding market. www.charterhouseuk.com

...exceeding expectations in print

"T-Mobile has been with Charterhouse for this time for their service. The quality of work has always exceeded our expectations and their prices are very competitive. Due to the dynamic nature of our business Charterhouse is always left with the least amount of time to produce a delivery date." Gary French, Creative Services Manager, T-Mobile UK

"Charterhouse has provided us with an excellent service. The quality of work has always exceeded our expectations and their prices are very competitive. Due to the dynamic nature of our business Charterhouse is always left with the least amount of time to produce a delivery date." Gary French, Creative Services Manager, T-Mobile UK

www.charterhouseuk.com



Виды рынков, на которых работают фирмы

Charterhouse has grown into a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and established a pedigree of print management with the aim to constantly exceed its clients' expectations.

Its aim is to lighten its clients' workload, reduce their costs. From the very first meeting it participates fully with its client's creative team. By understanding a client's objectives at an early stage Charterhouse uses its experience and expertise to offer practical solutions to meet their needs.

One of the keys to Charterhouse's success is the experienced team of print professionals who can provide personal service on-site ensuring a quick response and guaranteed results. And yet when it comes to print buying, Charterhouse is totally independent, with no in-house press capacity of its own. This means they can select the right printer for the job, the right specialist that fits the timelines and the right cost for the budget. It also means that Charterhouse can get on with doing what it is good at, controlling the quality of the colour, and managing the process from inception to the delivery.

Ten years ago Managing Director, Gary Mahoney, recognised that the market for print was changing and print management had emerged as the way forward. While in the early 1990s many companies were cutting back on their print buying departments to concentrate on their core activities, Charterhouse adapted to meet the needs for quality advice and professional guidance. Apart from the print management services, it also acts as a consultant to companies with needs for print related projects.

One of the company's major strengths is that almost all of the account teams have a very strong print manufacturing background and are all very aware of the strengths and weaknesses of each of the processes. They handle a huge variety of projects, including above-the-line advertising work, point of sale, direct mail, cardboard engineering and rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide

Various samples of finished work

Right and left Outdoor work

3 основных рынка + рынок поставщиков (см. следующее занятие)

■ Рынок клиентов (те, кому мы продаем продукцию) определяет «прибыльность и доходность предприятия»

■ Рынок труда (с которого мы набираем работников и куда периодически отпускаем работников) определяет «эффективность предприятия»

■ Рынок инвестиций (покупатели наших акций или желающие войти в состав наших учредителей) определяет «стоимость предприятия»

...exceeding expectations on...



Виды клиентских рынков в медиа

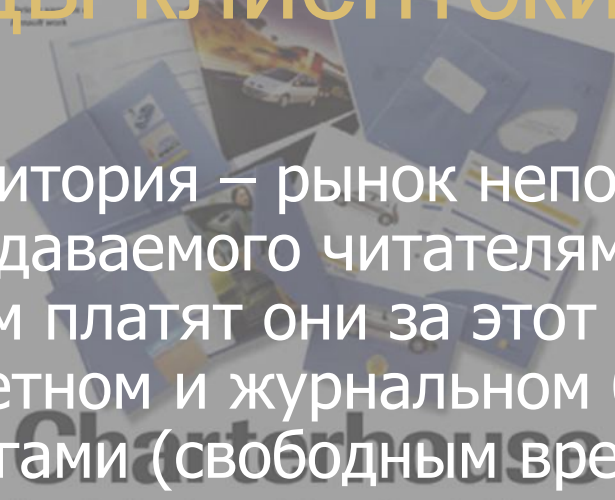
Charterhouse is a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and established a pedigree of print management with the aim to consistently exceed its clients' expectations.

Its aim is to lighten the workload and reduce their cost. In every first meeting it participates fully with its client's creative team, understanding a client's needs at an early stage Charterhouse can draw on its experience and expertise to offer practical solutions to meet their needs.

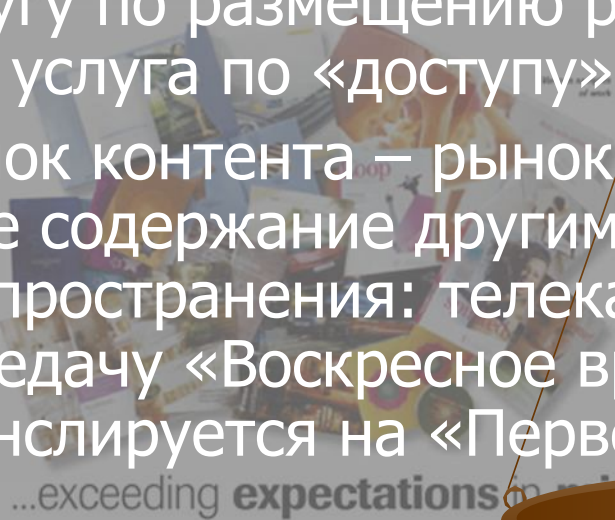
One of the keys to Charterhouse's success is the experienced team of print professionals who can offer a service on-site so ensuring a fast response and guaranteed results. And yet when it comes to print Charterhouse is totally remote. This means they can select the right printer for the job, the right material that fits the timelines and the budget. It means that they can get on with doing what it is good at, controlling the quality of the material and managing the process from start to the delivery.

Ten years ago Managing Director, Gary Mahoney, recognised that print was changing and new management had emerged as the way forward. While in the early 1990s many companies were cutting back on their print buying departments on their cost-cutting drive, Charterhouse adapted to meet the needs for quality advice and professional service from the print management team. It also acts as a consultant to companies with needs for print related products.

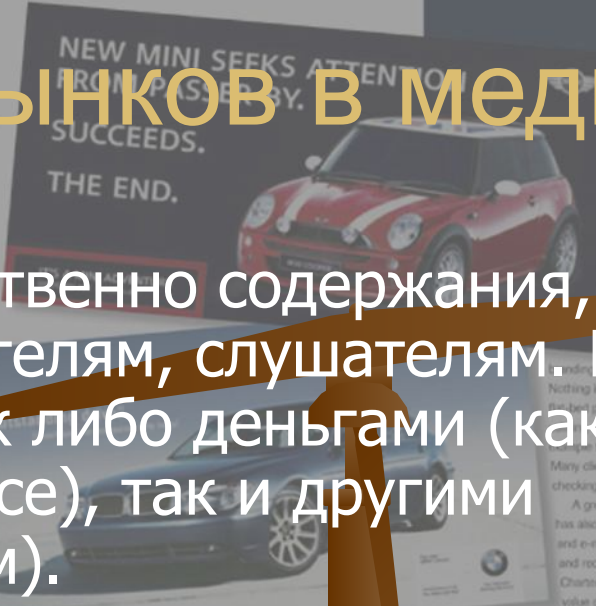
One of the company's strengths is that almost all of the staff have a very strong print manufacturing background and are all experienced in the strengths and weaknesses of the processes. They handle a huge range of projects, including advertising, promotional, mail, cardboard engineering and rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide



The growing demand to control print spending, cut lead times yet maintain quality has driven Charterhouse to acquire a special skills-set. Charterhouse has developed an enviable reputation for success in a demanding sector.



...exceeding expectations on...



and every production need. Charterhouse has an extensive array of digital proofers, filmmakers and CTP systems in order to be able to manage any job it receives from a design house. When a file comes in from a client, Charterhouse will fight to ensure the client's needs are met. Nothing is left to chance. It also runs a 'no excuses' policy, a good example of Charterhouse's commitment to a new way of working. Charterhouse is a CTP plant. Many clients rely on it for quality checking all their work.

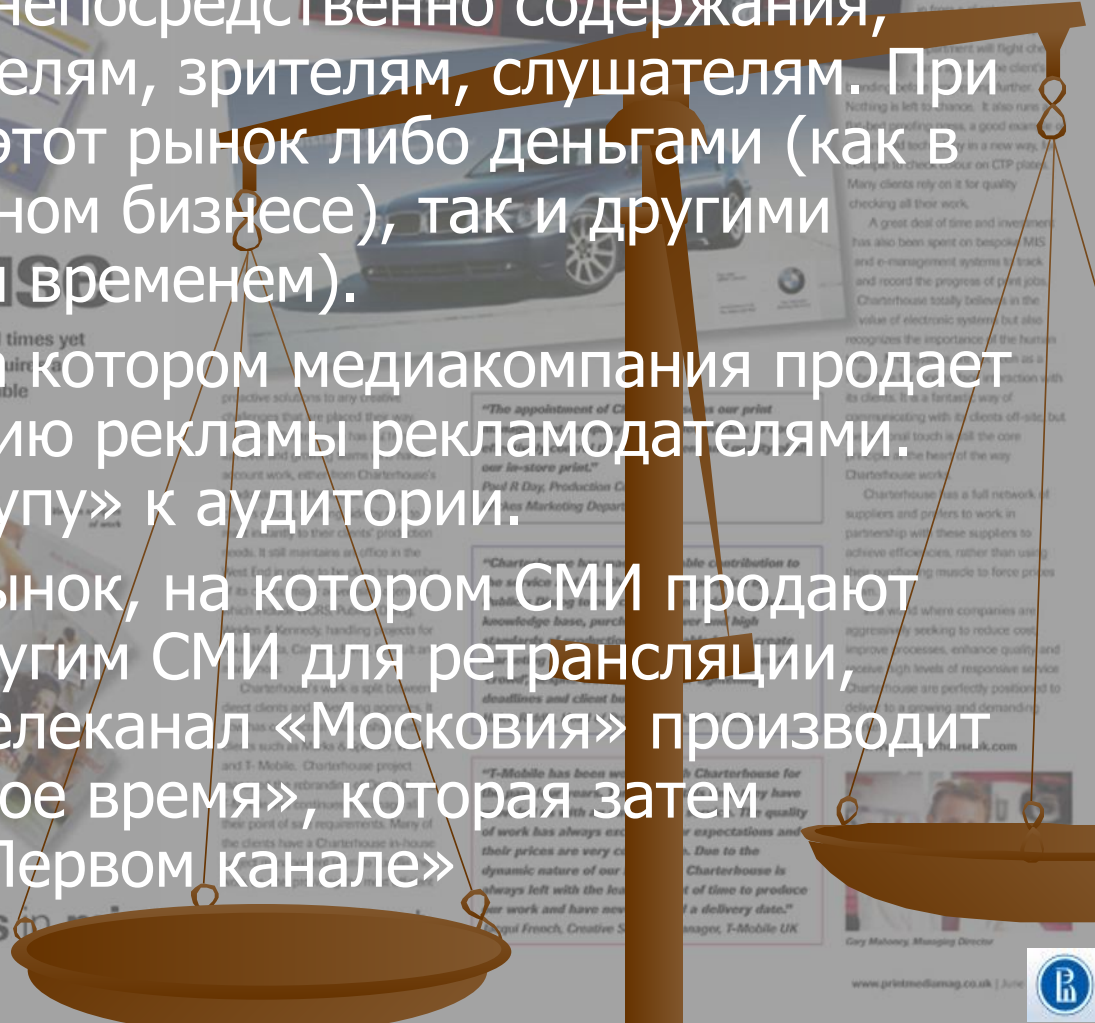
A great deal of time and investment has also been spent on bespoke MIS and e-management systems to track and record the progress of print jobs. Charterhouse totally believes in the value of electronic systems, but also recognizes the importance of the human touch. Charterhouse works as a team, communicating with its clients, like a fantasy way of working with the clients off-site, but with a human touch is still the core of Charterhouse's success.

Charterhouse has a full network of suppliers and prefers to work in partnership with these suppliers to achieve efficiencies, rather than using their marketing muscle to force prices down. Charterhouse is a company where companies are aggressively seeking to reduce cost, improve processes, enhance quality and deliver high levels of responsive service. Charterhouse are perfectly positioned to deliver a growing and demanding market.

Charterhouse for T-Mobile UK has always exceeded their expectations and their prices are very competitive. Due to the dynamic nature of our work we have always left with the lowest price for work and have never let a client down. Gary Mahoney, Managing Director



Gary Mahoney, Managing Director



Уникальность экономики медиа

Charterhouse has been a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and established a pedigree of print management with the client constantly exceeding its clients' expectations. Its aim is to lighten the workload and reduce the time taken to the very first meeting it participates in its client's creative team.

One of the keys to Charterhouse's success is the experienced team of professionals who can offer a service on-site so ensuring a quick response and guaranteed results. And yet when it comes to print, Charterhouse is totally in-house, with no in-house press capabilities. This means they can offer a printer for the job, the right specialist that fits the timelines and the budget. It also means that they can get on with doing what is good at controlling the quality of the managing the process from the delivery.

Ten years ago Managing Director Mahoney, recognised that the market for print was changing and management had emerged forward. While in the early 90s companies were cutting their print buying departments on their core activities, Charterhouse adapted to meet the need for advice and professional services from the print management team. It also acts as a consultant with needs for print related processes.

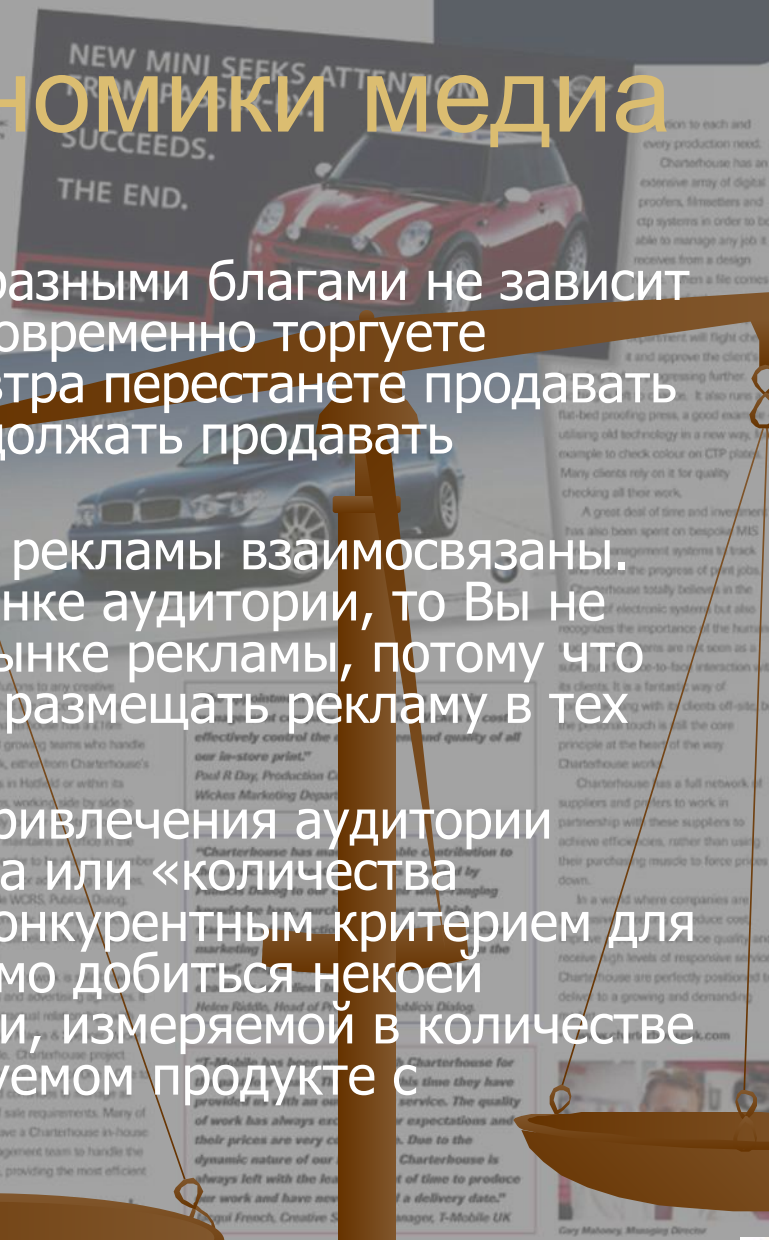
One of the company's strengths is that almost all of the staff have a very strong print manufacturing background and are all of the strengths and weaknesses of the processes. They handle a huge variety of projects, including advertising work, point of sale, direct mail, cardboard engineering and rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide

...exceeding expectations on print

В традиционном бизнесе торговля разными благами не зависит друг от друга. То есть, если Вы одновременно торгуете самосвалами и автомобилями, а завтра перестанете продавать самосвалы, это не мешает Вам продолжать продавать автомобили.

В медиабизнесе рынки аудитории и рекламы взаимосвязаны. Если Вы прекратите работать на рынке аудитории, то Вы не сможете продолжать работать на рынке рекламы, потому что рекламодателю нет необходимости размещать рекламу в тех СМИ, которые никто не читает.

Эффективность контента в плане привлечения аудитории (измеряемая в показателях рейтинга или «количества аудитории») выступает основным конкурентным критерием для рекламодателя, которому необходимо добиться некоей эффективности рекламной кампании, измеряемой в количестве контактов информации о рекламируемом продукте с потенциальным потребителем.



Рыночные структуры

Charterhouse has grown into a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and established a pedigree of print management with the aim to constantly exceed its clients' expectations.

Its aim is to lighten its clients' workload and reduce their cost. At every first meeting it participates fully with its client's creative team. By understanding a client's requirements at an early stage Charterhouse can draw on its experience and expertise to develop the practical solutions to meet his needs.

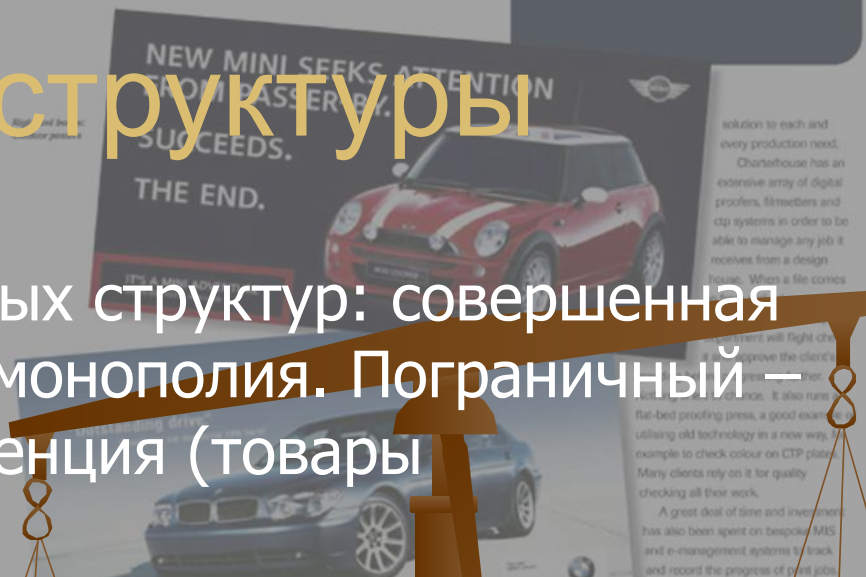
One of the keys to Charterhouse's success is the experience of its print professionals who can provide a personal service on-site so ensuring a prompt response and guaranteed quality when it comes to print.

Charterhouse is totally independent, with no other interests. This print firm fits the budget can continue to manage the every.

Ten years ago Managing director, Gary Mahoney, print management had emerged as the way forward for companies who were cutting back on their print budgets. Charterhouse adapted to meet the needs for quality advice and cost control from the client's perspective. It also acts as a consultant to companies with no print experience.

One of the keys to Charterhouse's success is that it has a diverse background and are all very aware of the strengths and weaknesses of various print projects, including above-the-line advertising, mail, cardboard and e-commerce and rebranding projects with a fine appreciation for the technical side of printing. Above all they are people

Various samples of Renault work



Три основных вида рыночных структур: совершенная конкуренция, олигополия, монополия. Пограничный — монополистическая конкуренция (товары дифференцированы).

Совершенная конкуренция

Олигополия

Монополия

Количество актеров на рынке достаточно велико для того, чтобы каждый из них существенно влиял на рынок и цену. Свободная цена, конкуренция по издержкам

Количество актеров на рынке ограничено. Каждый из актеров существенно влияет на рынок. Возможны сговоры, ценовые войны.

На рынке только один актер. Он может всецело диктовать цену, препятствовать другим актерам выходить на рынок. По сути, в классическом виде, рынком это назвать нельзя.

печать

Телевидение

Кабельная сеть



Жесткая привязка к географии

Charterhouse has grown to become a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and established a pedigree of print management with the firm constantly exceeding its clients' expectations.

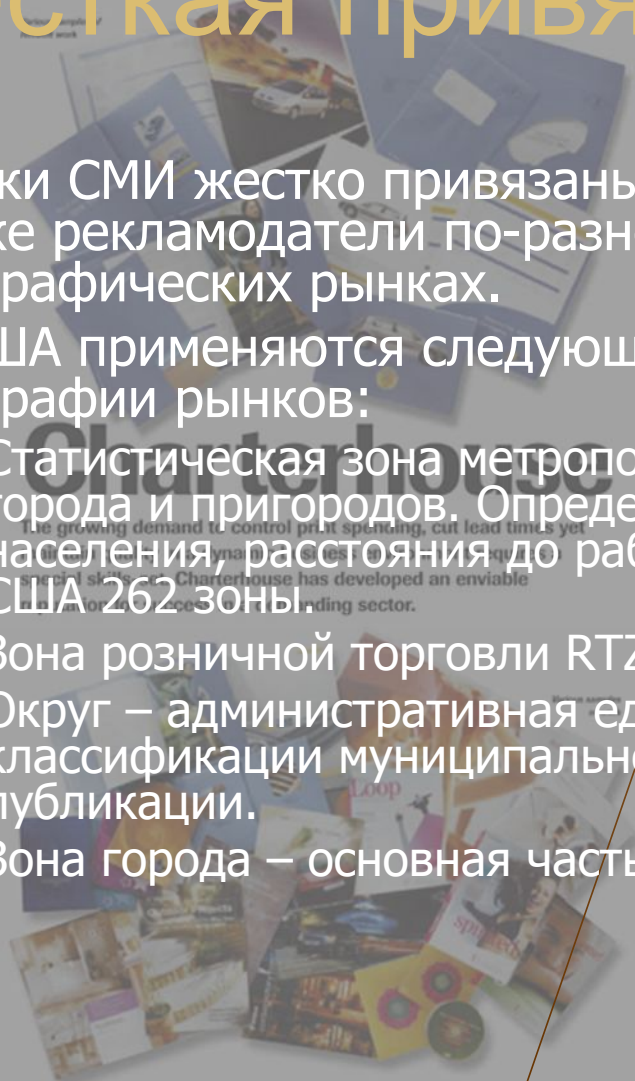
Its aim is to lighten its clients' workload and reduce the time taken to the very first meeting it participates in with its client's creative team. By understanding a client's needs at an early stage Charterhouse can draw on its experience and expertise to develop the practical solutions to meet those needs.

One of the keys to Charterhouse's success is the experienced team of print professionals who can offer a full service on-site so ensuring a fast response and guaranteed results. And yet when it comes to print buying, Charterhouse is totally independent, with no in-house press capacity of its own.

This means they can select the right printer for the job, the right specialist that fits the timelines and the right cost for the budget. It also means that Charterhouse can get on with doing what it is good at, controlling the quality of the colour, and managing the process from inception to the delivery.

Ten years ago Managing Director, Gary Mahoney, recognised that the market for print was changing and print management had emerged as a way forward. While in the early 1990s many companies were cutting back on their print buying departments to concentrate on their core activities, Charterhouse adopted to meet the needs for quality advice and professional guidance. Apart from the print management services, it also acts as a consultant to companies with needs for print related products.

One of the company's major strengths is that almost all of the account teams have a very strong print manufacturing background and are all very aware of the strengths and weaknesses of each of the processes. They handle a huge variety of projects, including above-the-line advertising work, point of sale, direct mail, cardboard engineering and rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide



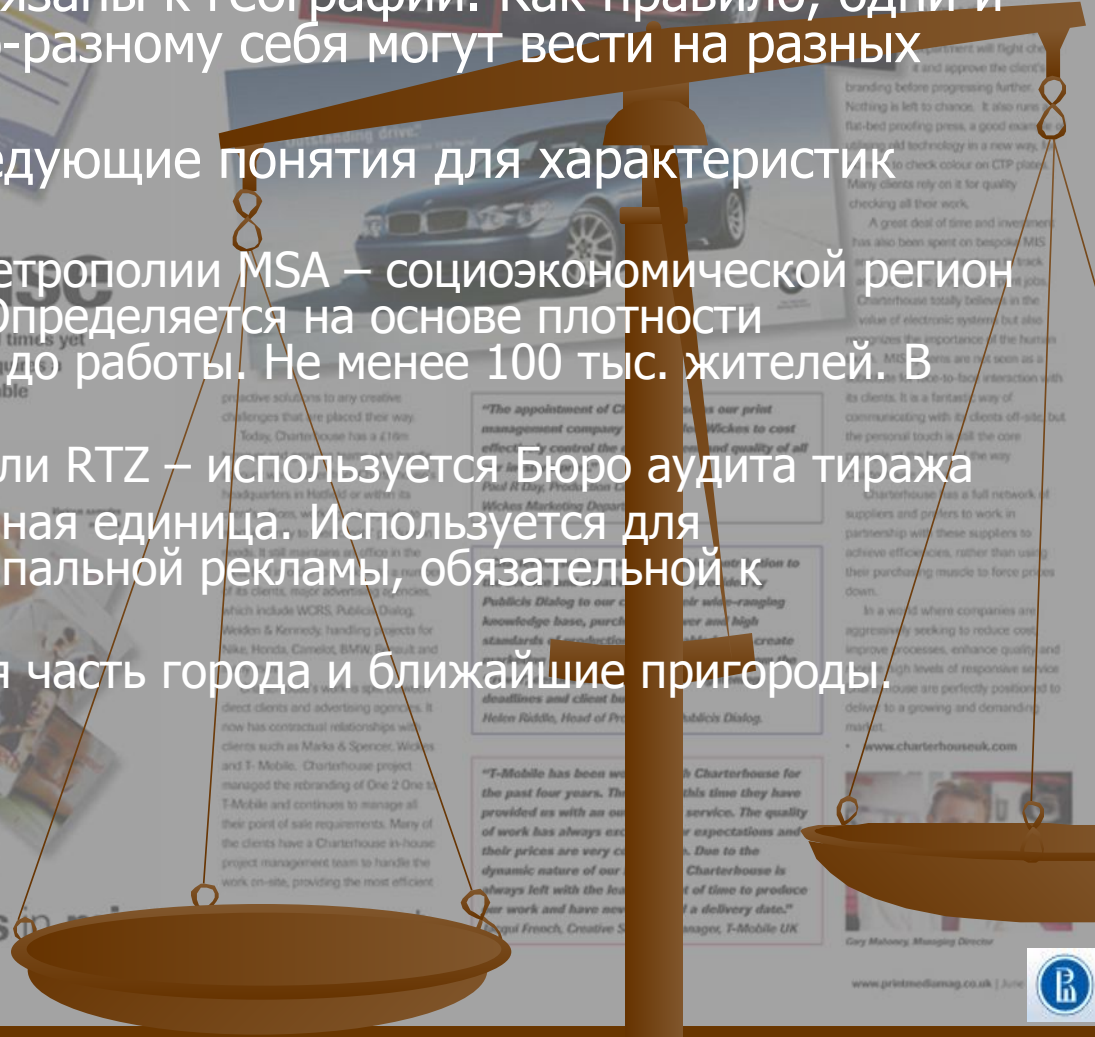
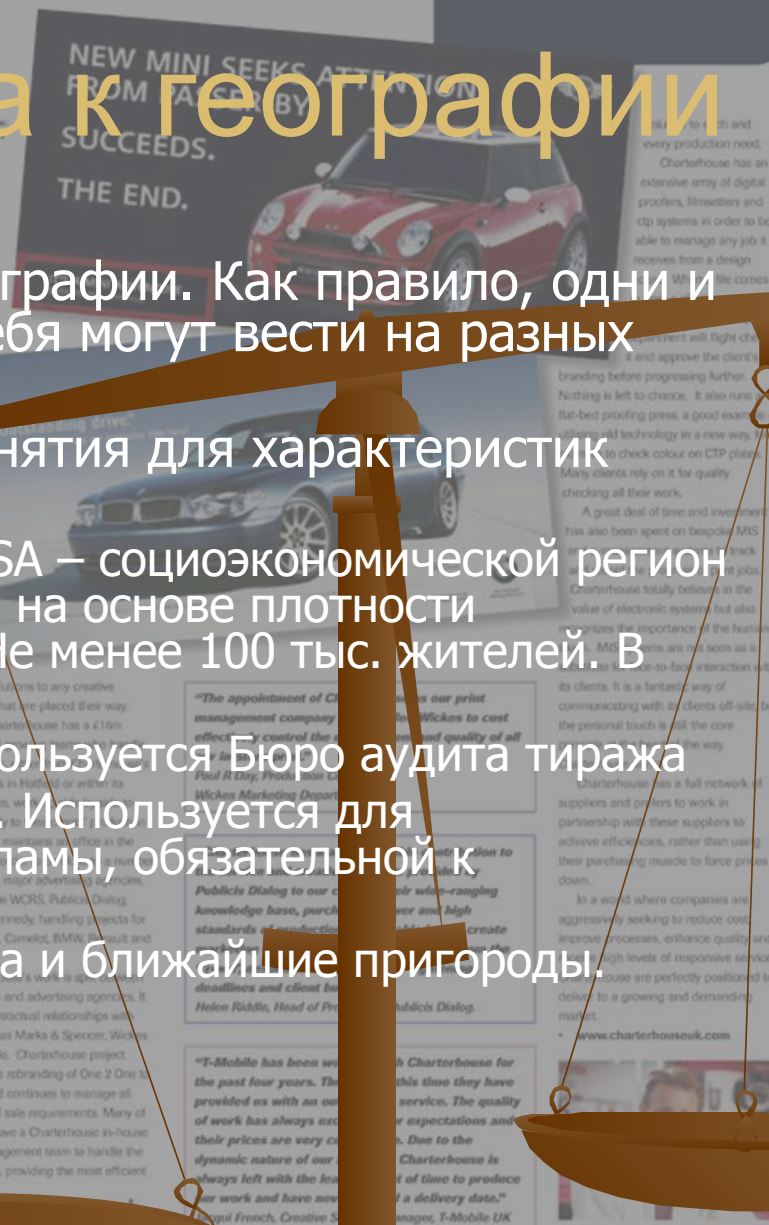
Рынки СМИ жестко привязаны к географии. Как правило, одни и те же рекламодатели по-разному себя могут вести на разных географических рынках.

В США применяются следующие понятия для характеристик географии рынков:

- Статистическая зона метрополии MSA – социоэкономической регион города и пригородов. Определяется на основе плотности населения, расстояния до работы. Не менее 100 тыс. жителей. В США 262 зоны

- Зона розничной торговли RTZ – используется Бюро аудита тиража
- Округ – административная единица. Используется для классификации муниципальной рекламы, обязательной к публикации.

- Зона города – основная часть города и ближайшие пригороды.



...exceeding expectations on



Конкуренция СМИ

Charterhouse has grown into a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and established a pedigree of print management with the aim to constantly exceed its clients' expectations.

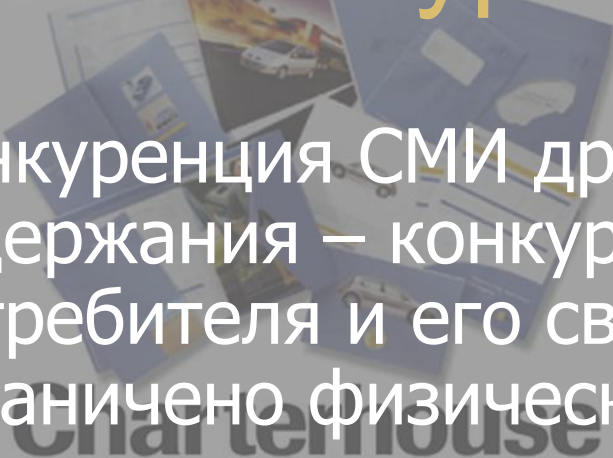
Its aim is to lighten the workload and reduce the time to the very first meeting it participates fully with its client's creative team. By understanding a client's early stage Charterhouse's experience and expertise to develop the practical solutions to meet their needs.

One of the keys to Charterhouse's success is the experience of its professionals who can provide a personal service on-site so ensuring a quick response and guarantee when it comes to print. Charterhouse is totally independent, with no in-house press capacity of its own. This means they can access the best printer for the job, the right one for the budget. It also means that Charterhouse can get on with doing what it is good at, controlling the quality of the managing the process from the delivery.

Ten years ago Managing director, Gary Mahoney, recognised that the way print was changing and print management had emerged. While in the early 1990s many companies were cutting back on their print buying departments, Charterhouse adapted itself to the new needs and professional guidance. Apart from the print management services, it also acts as a consultant to clients with needs for print related services.

One of the company's major strengths is that almost all of the staff have a very strong print industry background and are all very experienced. They handle a huge variety of projects, including above-the-line advertising work, point of sale, direct mail, cardboard engineering and rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide

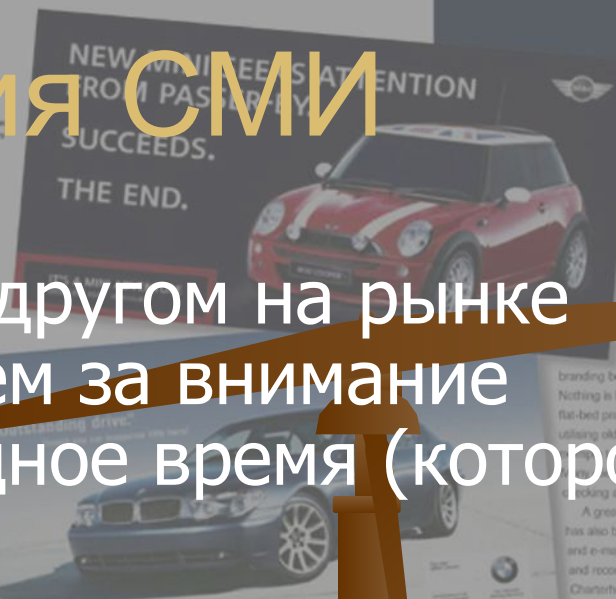
Various samples of Renault work



Charterhouse has developed an enviable special skills-set. Charterhouse has developed an enviable special skills-set. Charterhouse has developed an enviable special skills-set. Charterhouse has developed an enviable special skills-set.



...exceeding expectations on...



solution to each and every production need. Charterhouse has an extensive array of digital proofers, filmsetters and ctp systems in order to be able to manage any job it receives from a design house. When a file comes in from a client, the client will fight to get it and approve the client's branding before progressing further. Nothing is left to chance. It also runs flat-bed proofing press, a good example of utilising old technology in a new way. Charterhouse is also a leader in CTP plate making for quality printing at their work.

A great deal of time and investment has also been spent on bespoke MIS and e-management systems to track and record the progress of print jobs. Charterhouse totally believes in the value of electronic systems, but also recognizes the importance of the human touch. MIS systems are not seen as a substitute for face-to-face interaction with its clients. It is a fantastic way of communicating with its clients off-site, but the personal touch is still the core principle at the heart of the way Charterhouse works.

Charterhouse has a full network of suppliers and prefers to work in partnership with these suppliers to achieve efficiencies, rather than using their purchasing muscle to force prices down.

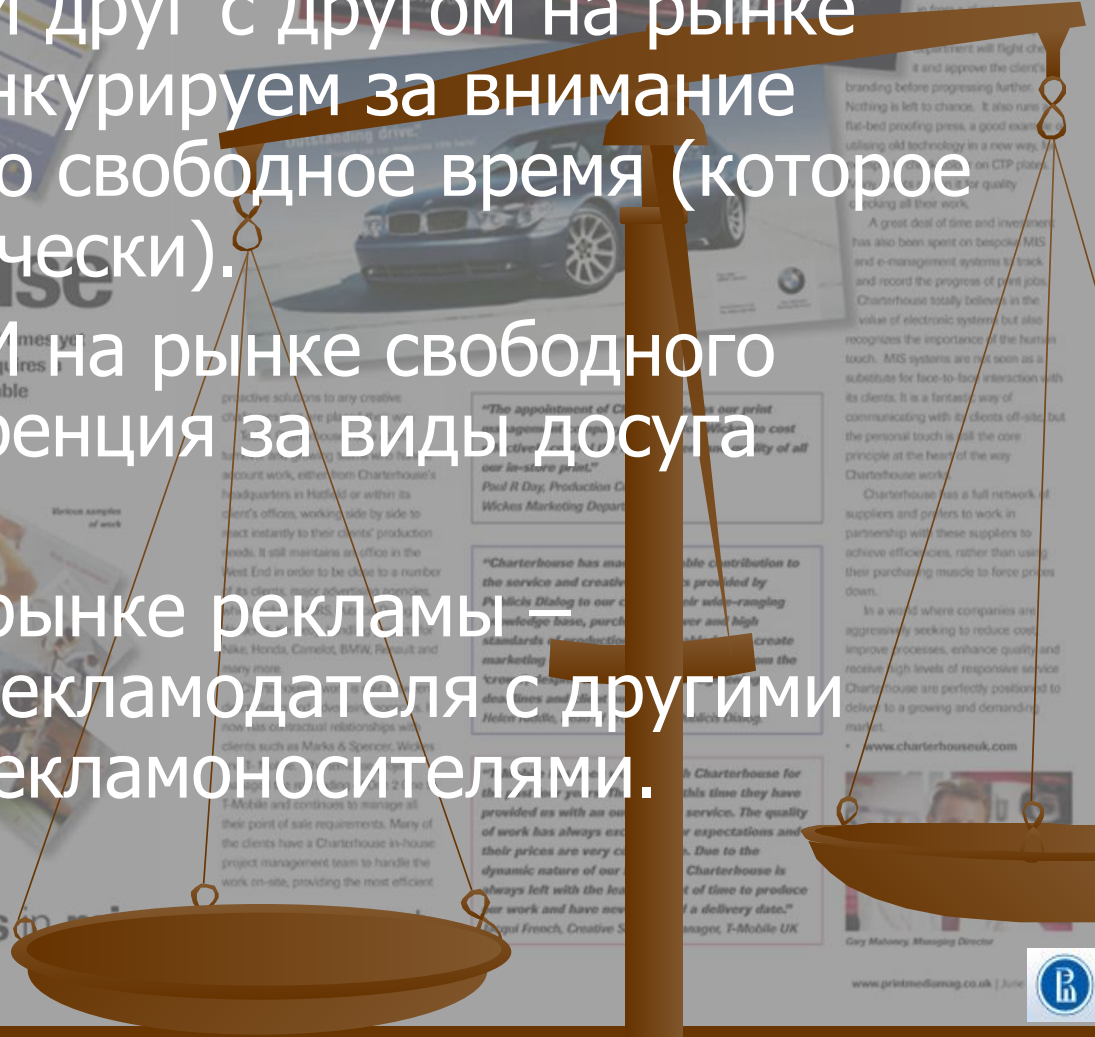
In a world where companies are aggressively seeking to reduce costs, improve processes, enhance quality and receive high levels of responsive service Charterhouse are perfectly positioned to deliver a growing and demanding market.

Charterhouse for this time they have service. The quality of work has always exceeded their prices are very competitive. Due to the dynamic nature of our Charterhouse is always left with the best work and have new clients. Gary Mahoney, Managing Director

Конкуренция СМИ друг с другом на рынке содержания – конкурируем за внимание потребителя и его свободное время (которое ограничено физически).

Конкуренция СМИ на рынке свободного времени – конкуренция за виды досуга потребителя.

Конкуренция на рынке рекламы – конкуренция за рекламодателя с другими СМИ и другими рекламоносителями.



Зонтичная конкуренция по Дж. Россу

Charterhouse has grown into a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and established a pedigree of print management with the aim to constantly exceed its clients' expectations.

Its aim is to lighten their workload and reduce their cost. From the very first meeting it partners its client's creative team, understanding a client's objectives at an early stage. Charterhouse's experience and expertise provide practical solutions to meet their needs.

One of the keys to Charterhouse's success is the experience of its professionals who can provide a personal service on-site so ensure a response and guarantee when it comes to print buying.

Charterhouse is totally independent, with no in-house press capacity of its own. This means they can select the right printer for the job, the right specialist that fits the timescales and the right cost for the budget. It also means that Charterhouse can get on with doing what it is good at, controlling the quality of the colour, and managing the process from inception to the delivery.

Ten years ago Managing director, Gary Mahoney, recognised that the market for print was changing and print management had emerged as the way forward. While in the early 1990s many companies were cutting back on their print buying departments to concentrate on their core activities, Charterhouse adapted to meet the needs for quality advice and professional guidance. Apart from the print management services, it also acts as a consultant to companies with needs for print related products.

One of the company's major strengths is that almost all of the account teams have a very strong print manufacturing background and are all very aware of the strengths and weaknesses of each of the processes. They handle a huge variety of projects, including above-the-line advertising work, point of sale, direct mail, cardboard engineering and rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide

Various samples of Annual work

Right and below: Outdoor posters

Charterhouse

The growing demand to control print... maintain quality in a dynamic... special skills-set. Charterhouse... reputation for success in a...

NEW MINI SEEKS ATTENTION FROM PASSER-BY.

SUCCEEDS. THE END.

solution to each and every production need. Charterhouse has an extensive array of digital proofers, filmsetters and ctp systems in order to be able to manage any job it receives from a design house. When a file comes in from a client, Charterhouse will fight to ensure the client's branding is approved before progressing further. Nothing is left to chance. It also runs flat-bed proofing press, a good example of utilising old technology in a new way, for example to check colour on CTP plates. Many clients rely on it for quality checking all their work.

A great deal of time and investment has also been spent on bespoke MIS and e-management systems to track and record the progress of print jobs. Charterhouse totally believes in the value of electronic systems, but also recognizes the importance of the human touch. MIS systems are not seen as a substitute for face-to-face interaction with its clients. It is a fantastic way of communicating with its clients off-site, but the personal touch is still the core principle at the heart of the way Charterhouse works.

Charterhouse has a full network of suppliers and prefers to work in partnership with these suppliers to achieve efficiencies, rather than using their purchasing muscle to force prices down. In a world where companies are aggressively seeking to reduce costs, improve processes, enhance quality and receive high levels of responsive service Charterhouse are perfectly positioned to deliver a growing and demanding market.

www.charterhouseuk.com

...exceeding expectations in print

"T-Mobile has been with Charterhouse for this time they have provided us with an excellent service. The quality of work has always exceeded our expectations and their prices are very competitive. Due to the dynamic nature of our business Charterhouse is always left with the least amount of time to produce our work and have never let us down. Gary French, Creative Services Manager, T-Mobile UK



Три вида концентрации в медиаиндустрии

Charterhouse has grown into a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and established a pedigree of print management with the aim to constantly exceed its clients' expectations.

Various samples of Renault work

Right and below: Outdoor posters

NEW MINI SEERKS ATTENTION FROM PASSER-BY. SUGGESTS THE END.

solution to each and every production need. Charterhouse has an extensive array of digital profers, filrstrates and ctp systems in order to be able to manage any job it receives from a design house. When a file comes

workload and reduce their cost. From the very first meeting it participates fully with its client's creative understanding of the early stage Charterhouse experience and practical solutions. One of the success is the professionals who service on-site response and guaranteed results. And yet when it comes to print buying, Charterhouse is totally independent, with

Charterhouse

This means they can select the right printer for the job, the right specialist that fits the timelines and the right cost for the budget. It also means that Charterhouse can get on controlling managing the deliver

the growing demand to control print spending, cut lead times yet maintain quality in a dynamic business environment requires a special skill set. Charterhouse has developed an available

Горизонтальная

газета

журнал

радиостанция

Производящая компания

Типография

Типография

телеканал

Сеть доставки

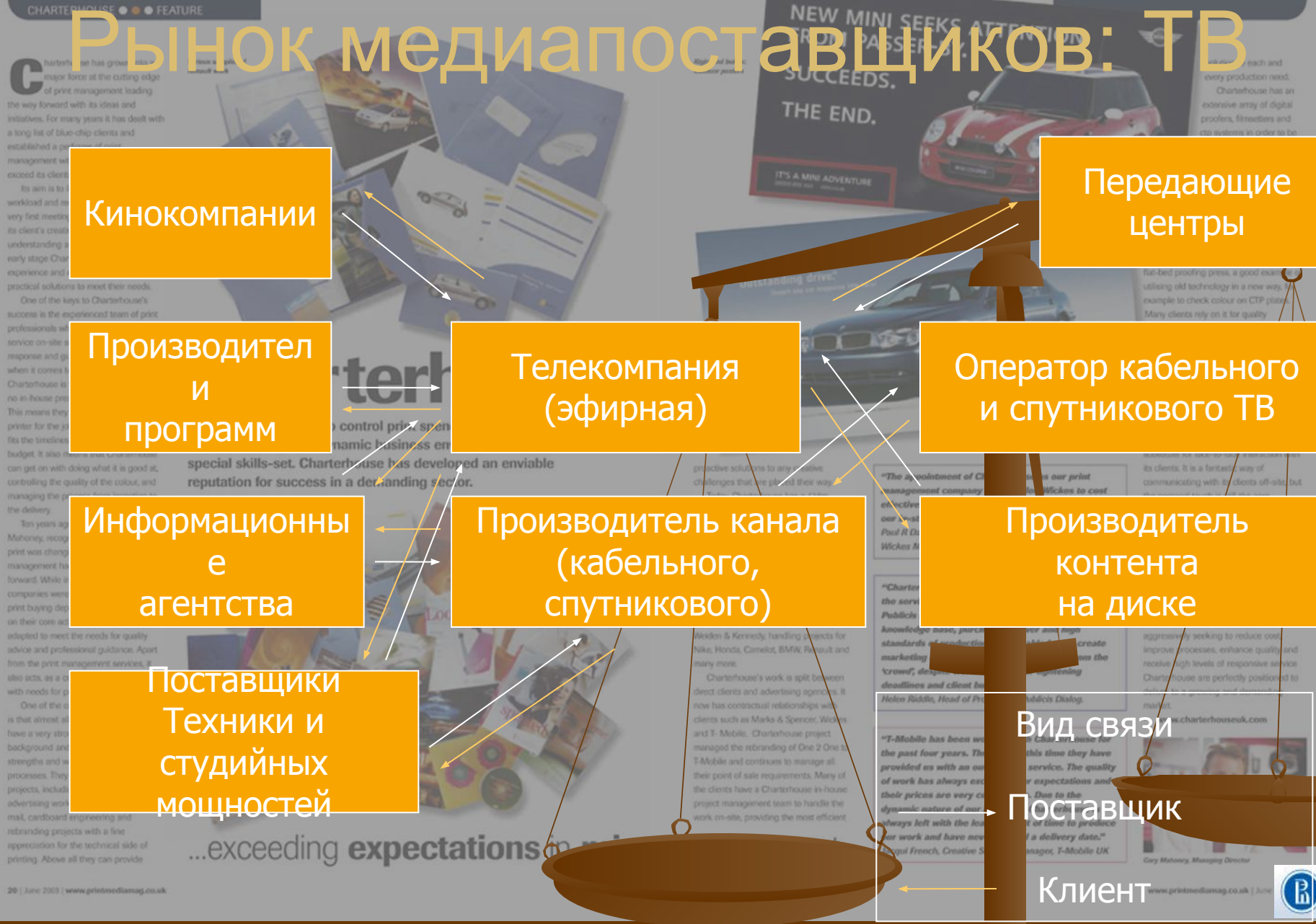
Сеть доставки

Кабельная сеть

вертикальная (конгломерат)



Рынок медиапоставщиков: ТВ



Рынок медиапоставщиков: пресса

Инф. агентства

Хоз. нужды

Печать и тираж

Рекламное агентство

Издание

Распространители

Вид связи
Поставщик
Клиент

Charterhouse has grown into a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and

Various samples of Remold work

Right and below: Outdoor posters

solution to each and every production need. Charterhouse has an extensive array of digital proofers, filmsetters and

practical solutions to meet their needs. One of the keys to Charterhouse's success is the experienced team of print

can get on with doing what it is good at, controlling the quality of the colour, and

special skills-set. Charterhouse has developed an enviable reputation for success in a demanding sector.

proactive solutions to any creative challenges that are placed their way.

Today, Charterhouse has a £10m turnover and growing teams who handle account work, either from Charterhouse's headquarters in Hatfield or within its client's offices, working side by side to react instantly to their clients' production needs. It still maintains an office in the West End in order to be close to a number of its clients, major advertising agencies, which include WCRS, Publicis Dialog, Weldon & Kennedy, handling projects for Nike, Honda, Camelot, BMW, Renault and many more.

Charterhouse's work is split between direct clients and advertising agencies. It now has contractual relationships with clients such as Marks & Spencer, Next and T-Mobile. Charterhouse project managed the rebranding of One 2 One T-Mobile and continues to manage all their point of sale requirements. Many of the clients have a Charterhouse in-house project management team to handle the work on-site, providing the most efficient

"The appointment of Charterhouse as our print management company has enabled us to effectively control the cost of our in-store print."

"Charterhouse has made a valuable contribution to the service and creativity provided by Publicis Dialog to our clients through their wide-ranging knowledge base, purchasing standards and production expertise."

"T-Mobile has been a client of Charterhouse for the past four years. They have provided us with an excellent service. The quality of their work has always exceeded our expectations and their prices are very competitive. They are a dynamic and professional team who always left with the job done on time to please our work and have never let us down on a delivery date."

flat-bed proofing press, a good example of utilising old technology in a new way, for example to check colour on CTP plates. Many clients rely on it for quality checking all their work.

A great deal of time and investment has also been spent on bespoke MIS and e-management systems to track and record the progress of print jobs. Charterhouse totally believes in the value of electronic systems, but also recognizes the importance of the human touch. MIS systems are not seen as a substitute for face-to-face interaction with its clients. It is a fantastic way of communicating with its clients off-site, but the personal touch is still the core principle at the heart of the way Charterhouse works.

Charterhouse has a full network of suppliers and prefers to work in partnership with these suppliers to achieve efficiencies, rather than using their purchasing muscle to force prices down.

In a world where companies are aggressively seeking to reduce costs, improve processes, enhance quality and receive high levels of responsive service Charterhouse are perfectly positioned to help you manage your print requirements.

www.charterhouseuk.com

Gary Mahony, Managing Director



Рынок медиапоставщиков: онлайн

Инф. агентства

Хостинг

Печать и тираж

Рекламное агентство

Онлайновый ресурс

Поисковики

Соц. сети

Вид связи
Поставщик
Клиент

Charterhouse has grown into a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and...

Various samples of Award work

Right, it's all about Outdoor posters

solution to each and every production need. Charterhouse has an extensive array of digital profers, filstreters and rto systems in order to be...

practical solutions to meet their needs. One of the keys to Charterhouse's success is the experienced team of print...

can get on with doing what it is good at, controlling the quality of the colour, and...

special skills-set. Charterhouse has developed an enviable reputation for success in a demanding sector.

proactive solutions to any creative challenges that we placed their way. Today, Charterhouse has a £18m turnover and growing teams who handle account work, either from Charterhouse's headquarters in Hatfield or within its client's offices, working side-by-side to react instantly to their clients' production needs. It still maintains an office in the West End in order to be close to a number of its clients, major advertising agencies, which include WCRS, Public Dialog, Weldon & Kennedy, handling projects for Nike, Honda, Camelot, BMW, Renault and many more. Charterhouse's work is split between direct clients and advertising agencies. It now has contractual relationships with clients such as Marks & Spencer, Next and T-Mobile. Charterhouse project managed the rebranding of One 2 One T-Mobile and continues to manage all their point of sale requirements. Many of the clients have a Charterhouse in-house project management team to handle the work on-site, providing the most efficient...

"The appointment of Charterhouse as our print management company has enabled us to effectively control the cost of our in-store print." Paul Ray, Production Controller, Wicks Marketing Department

"Charterhouse has made a valuable contribution to the service and creativity provided by Publicis Dialog to our clients who are demanding ever and high standards of production. Their marketing team has been the 'crowd' designer, meeting deadlines and client briefs." Helen Riddle, Head of Production, Publicis Dialog

"T-Mobile has been a client of Charterhouse for the past four years. They have provided us with an excellent service. The quality of their work has always exceeded our expectations and their prices are very competitive. Due to the dynamic nature of our business, we have always left with the most efficient solution for work and have never missed a delivery date." Gary French, Creative Services Manager, T-Mobile UK

flat-bed proofing press, a good example of utilising old technology in a new way.

load. MIS systems are not seen as a substitute for face-to-face interaction with its clients. It is a fantastic way of communicating with its clients off-site, but the personal touch is still the core principle at the heart of the way Charterhouse works. Charterhouse has a full network of suppliers and prefers to work in partnership with these suppliers to achieve efficiencies, rather than using their purchasing muscle to force prices down. In a world where companies are aggressively seeking to reduce costs, improve processes, enhance quality and receive high levels of responsive service Charterhouse are perfectly positioned to assist in this ongoing and demanding market.

www.charterhouseuk.com
Gary Mahony, Managing Director

...exceeding expectations in print



Производственная цепочка медиабизнеса

Производство контента

Создание прав

Покупка, продажа прав

Упаковка, установка цены

Вывод на рынок

Распространение контента

Закупка готовой продукции

Продюсирование

Хранение

Дистрибуция/продажа

Продажа рекламы

Опись и цена

Продажи

Производство рекламы

Инкорпорация

Взаимодействие с конечным потребителем

Приобретение

Подключение

Обслуживание

Удержание



Творческие работники:
музыканты, продюсеры,
сценаристы и т.п.

Рекламодатели

Приобретатели прав:
другие масс-медиа,
издатели дисков,
телеканалы и т.п.

Потребители

B2C
рынки

Производство контента

Съемка фильмов,
видео, подготовка
журналистских
материалов,
продюсирование
музыки и т.п.

Упаковка контента

Готовые элементы для
продажи:
телепередача, ток-
шоу, газета, журнал,
фильм, интеграция
рекламы и т.п.

Дистрибуция

Распространение
через разные
технологические
платформы: радио,
ТВ, тираж, онлайн,
сети кинозалов

Потребление контента

B2B
рынки

Продажа прав

Продажа прав на
контент другим каналам
коммуникации, продажа
прав на трансляцию
другим каналам

Трансфер прав

Осуществление
технической передачи
проданного контента

Производство рекламы

Продажа рекламы

Продажа рекламы

Инкорпорирование рекламы

Установка рекламы в
контент

Сырьевые
потоки

Денежные
потоки



Творческие работники:
музыканты, продюсеры,
сценаристы и т.п.

Рекламодатель
и

Агрегаторы:
технологически
е компании

Приобретатели прав:
другие масс-медиа,
издатели дисков,
телеканалы и т.п.

Потребители

B2C
рынки

**Производство
контента**
Съемка фильмов,
видео, подготовка
журналистских
материалов,
продюсирование
музыки и т.п.

**Упаковка
контента**
Готовые элементы
для продажи:
телепередача, ток-
шоу, газета,
журнал, фильм,
интеграция
рекламы и т.п.

**Агрегация
контента**
Размещение и
систематизаци
я контента на
платформах
для хранения и
продажи

Дистрибуция
Распространени
е через разные
технологически
е платформы:
радио, ТВ,
тираж, онлайн,
сети кинозалов

**Потребление
контента**

B2B
рынки

Продажа прав
Продажа прав на контент
другим каналам
коммуникации, продажа
прав на трансляцию
другим каналам

Трансфер прав
Осуществление
технической
передачи
проданного
контента

**Производство
рекламы**

Продажа рекламы
Продажа рекламы

**Инкорпорирование
рекламы**
Установка рекламы в
контент

Сырьевые
потоки

Денежные
потоки



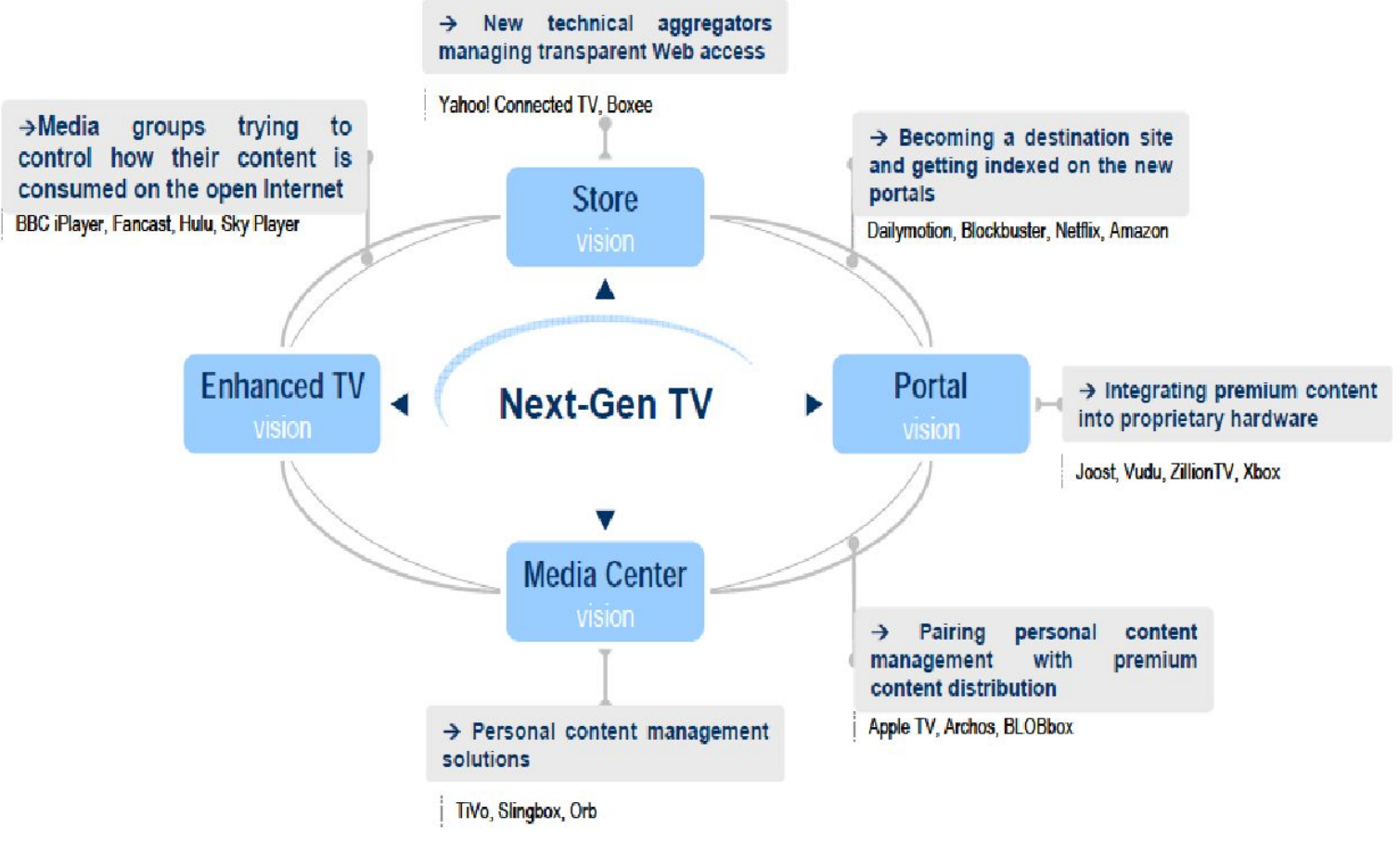
Модели агрегации

Charterhouse has grown into a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and established a pedigree of print management with the aim to constantly exceed its clients' expectations.

Various samples of Renault work

NEW MINI SEEKS ATTENTION FROM PASSERS BY SUCCEEDS. THE END.

solution to each and every production need. Charterhouse has an extensive array of digital proofers, filmsetters and ctp systems in order to be able to manage any job it receives from a design client. When a file comes from a client, it is checked for errors and approved for production. Charterhouse will fight to get the best price and approve the client's progress further. Charterhouse also runs a press, a good example of technology in a new way. It is a colour on CTP plate. It is for quality work. It is a work of time and investment. Charterhouse spent on bespoke MIS report systems to track progress of print jobs. Charterhouse totally believes in the basic system, but also importance of the human element. Charterhouse are not seen as a face-to-face interaction with clients. Charterhouse way of working is off-site, but it is still the core of the way Charterhouse works. Charterhouse has a full network of suppliers to work in Charterhouse's name, rather than using Charterhouse's muscle to force prices down. Charterhouse are looking to reduce costs, enhance quality and offer responsive service. Charterhouse is perfectly positioned to wing and demanding. Charterhouse.com



...exceeding expectations on...



Издержки в медиаиндустрии

Charterhouse has been a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and established a pedigree of print management with the aim to consistently exceed its clients' expectations.

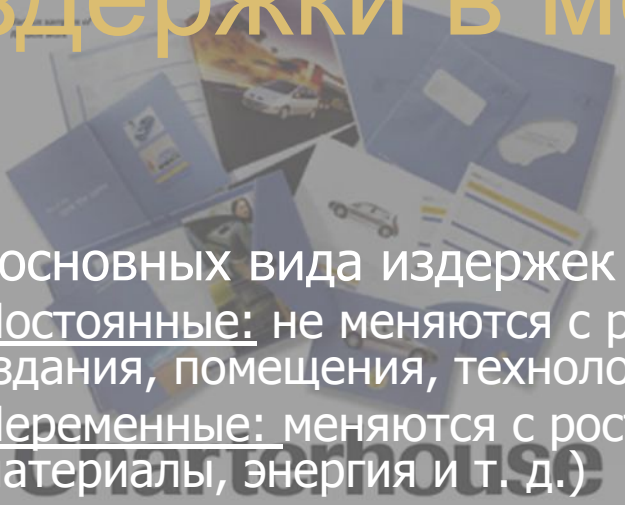
Its aim is to lighten its clients' workload and reduce their cost. From the very first meeting it participates fully with its client's creative team. By understanding a client's early stage Charterhouse can draw on its experience and expertise to develop the practical solutions to meet their needs.

One of the keys to Charterhouse's success is the experienced team of print professionals who can provide a personal service on-site so ensuring a quick response and guaranteed results. And yet when it comes to print buying, Charterhouse is totally independent, with no in-house press capacity of its own.

This means they can access the right printer for the job, the right price and the right terms and conditions to fit the budget. It also means that Charterhouse can get on with doing what it does best, controlling the quality of the finished product and managing the process from the delivery.

Ten years ago Managing Director, Gary Mahoney, recognised that the print was changing and print management had emerged as the key forward. While in the early 1990s companies were cutting back on their print buying departments to concentrate on their core activities, Charterhouse adapted to meet the new requirements and professional assistance. Apart from the print management, Charterhouse also acts as a consultant to companies with needs for print related services.

One of the company's strengths is that almost all of the account holders have a very strong print background and are all very experienced in the strengths and weaknesses of each of the processes. They handle a wide range of projects, including advertising work, point of sale, direct mail, cardboard engineering and rebranding projects with the appreciation for the technical side of printing. Above all they can provide



Два основных вида издержек

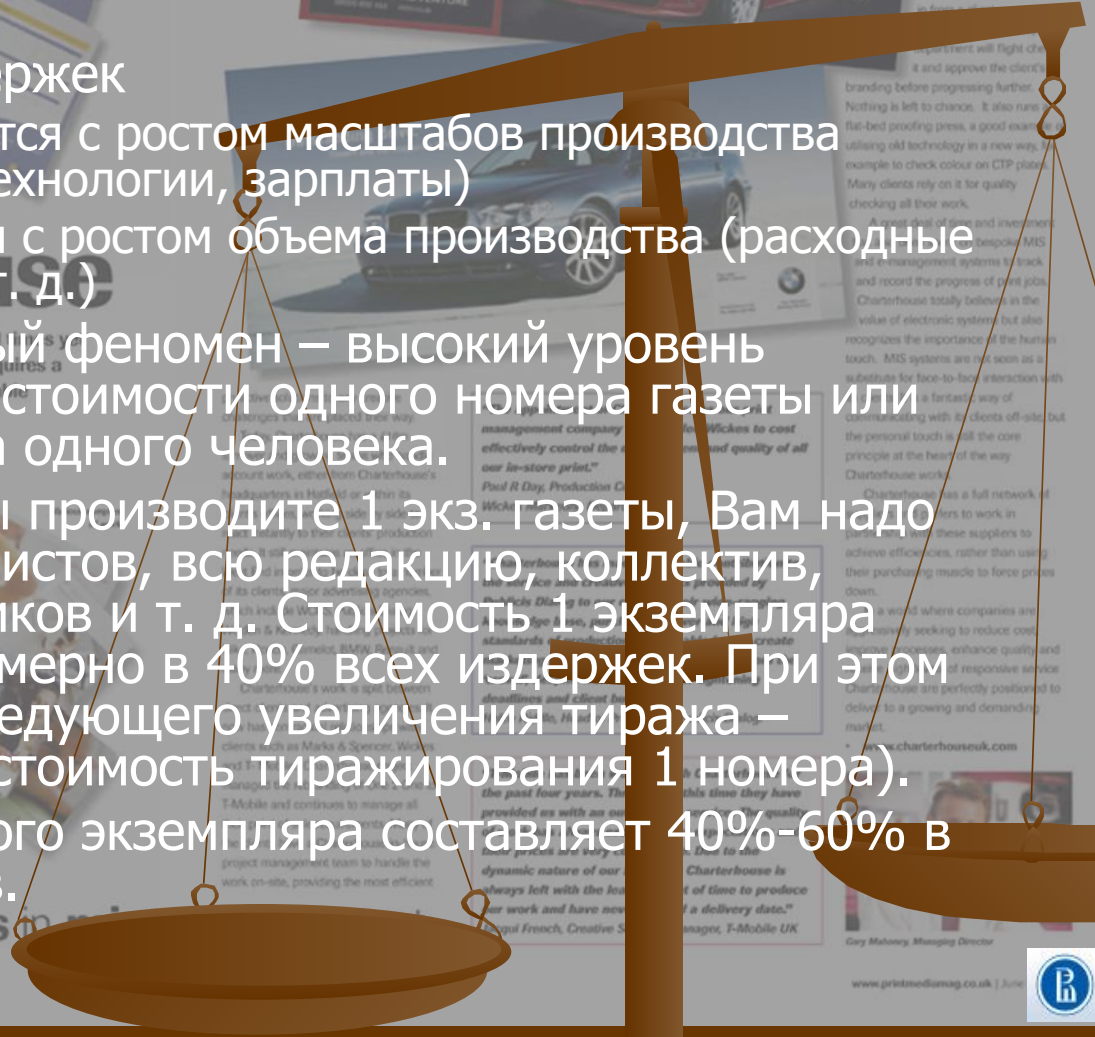
Постоянные: не меняются с ростом масштабов производства (здания, помещения, технологии, зарплаты)

Переменные: меняются с ростом объема производства (расходные материалы, энергия и т. д.)

В медиаиндустрии особый феномен – высокий уровень постоянных издержек – стоимости одного номера газеты или трансляции передачи на одного человека.

Условно говоря, если Вы производите 1 экз. газеты, Вам надо иметь весь штат журналистов, всю редакцию, коллектив, дизайнеров, верстальщиков и т. д. Стоимость 1 экземпляра газеты оценивается примерно в 40% всех издержек. При этом стоимость каждого последующего увеличения тиража – минимальна (включает стоимость тиражирования 1 номера).

Средняя доля цены одного экземпляра составляет 40%-60% в структуре всех расходов.



...to each and every production need. Charterhouse has an extensive array of digital proofers, filmsetters and ctp systems in order to be able to manage any job it receives from a design house. When a file comes in from a client, the client will fight to get it and approve the client's branding before progressing further. Nothing is left to chance. It also runs flat-bed proofing press, a good example of utilising old technology in a new way, for example to check colour on CTP plates. Many clients rely on it for quality checking all their work.

...management company effectively control the quality of all our in-store print." Paul R Day, Production Controller, Wickhampton, Hampshire. Charterhouse's work is not done in isolation. It is a dynamic business environment that requires a reputation for success in a demanding sector.

...these suppliers to achieve efficiencies, rather than using their purchasing muscle to force prices down. Charterhouse works with a full network of suppliers to work in partnership with these suppliers to create a value where companies are looking to reduce costs, enhance quality and create a responsive service. Charterhouse are perfectly positioned to deliver to a growing and demanding market.

...this time they have provided us with an excellent quality of service. Charterhouse is a dynamic nature of our work always left with the best of time to produce a delivery date." Gary Mahoney, Managing Director, T-Mobile UK

...exceeding expectations on...



Постоянные и переменные

издержки

Точка безубыточности определяет прибыльность компании.

Главный вопрос: какой минимальный уровень издержек и уровень производства надо поддерживать, чтобы не выходить в минус?

Виды издержек

Постоянные

Не меняются от масштаба производства. Вся мат.-тех. часть, помещение, коммунальные расходы. В телевизионном бизнесе все редакционные затраты и затраты на контент (вне зависимости от количества проданной рекламы наши затраты на контент одинаковы).

Переменные

Меняются в зависимости от роста производства. В телевизионном бизнесе – в первую очередь зарплата персонала отдела продаж (чем больше агентов, тем больше мы продаем). Расходы на агентов – переменные издержки.



Точка безубыточности

Charterhouse has become a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and established a pedigree of print management with the results constantly exceeding its clients' expectations. Its aim is to lighten its clients' workload and reduce the very first meeting it pours its client's creative team into understanding a client's early stage Charterhouse experience and expertise to provide practical solutions to meet their needs.

One of the keys to its success is the experienced team of print professionals who can provide service on-site so ensuring a quick response and guarantee when it comes to print. Charterhouse is totally in-house press capable. This means they can set up a printer for the job, the printer fits the timelines and the budget. It also means they can get on with doing what they do best at, controlling the quality of the process from start to the delivery.

Ten years ago Margaret Mahoney recognised the print was changing and management had to move forward. While in the early days companies were cutting back on their print buying departments on their core activities, Charterhouse adapted to meet the need for advice and professional guidance from the print manager who also acts as a consultant to businesses with needs for print related services.

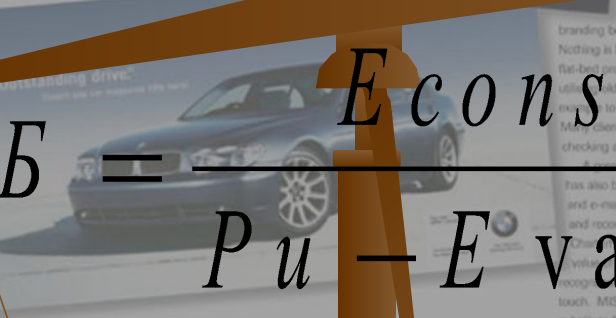
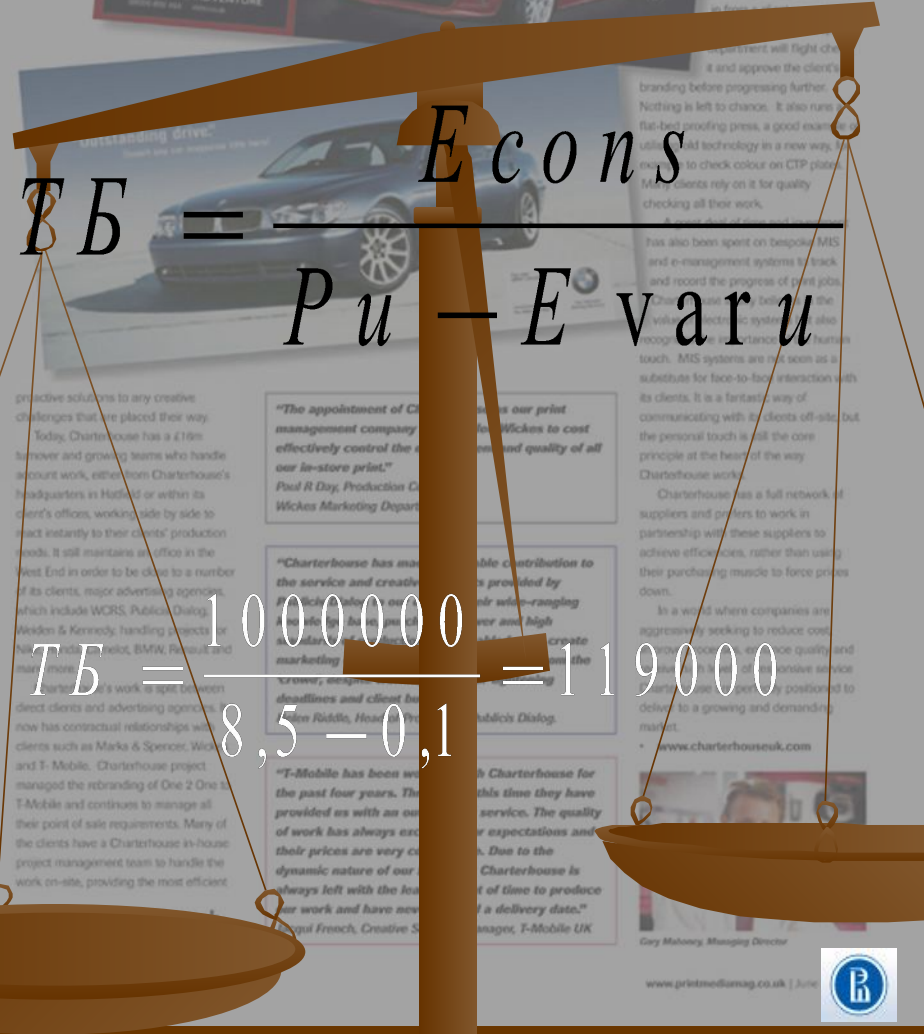
One of the company's strengths is that almost all of the staff have a very strong print background and are all very familiar with the strengths and weaknesses of each of the processes. They handle a huge variety of projects, including above-the-line advertising work, point of sale, direct mail, cardboard engineering and rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide

То есть, часть издержек растет с ростом масштабов производства (кол-во агентов по продажам), а часть – не изменяется. Сложность – в вычислении такого масштаба производства, чтобы при заданной цене сумма издержек была не выше суммы дохода.

Наши постоянные издержки на производство контента и административный аппарат, а также здание составляют 1 млн. USD в месяц.

У нас работают 5 агентов по продажам при уровне продаж 2500 секунд рекламы в день = 75000 в мес. Средняя зарплата менеджера (с бонусами) — 1500 USD. Получается, что 1 менеджер продает по 500 секунд в день, то есть по 15000 сек. в месяц. Тогда переменные издержки на единицу продукции (секунду) составляют 0,1 USD. Цена 1 секунды рекламы составляет 200 руб. (8,5 USD).

Если посчитать точку безубыточности, получится, что наша компания убыточна, так как нашей точкой безубыточности является 119000 секунд в месяц, что требует добавления труда еще по меньшей мере трех агентов по продажам.



solution to each and every production need. Charterhouse has an extensive array of digital proofers, filmsetters and ctp systems in order to be able to manage any job it receives from a design house. When a file comes in from a design house, the client will fight to get it and approve the client's branding before progressing further. Nothing is left to chance. It also runs flatbed proofing press, a good example of the latest technology in a new way, enabling to check colour on CTP plate. Many clients rely on it for quality checking all their work.

Charterhouse has also been spent on bespoke MIS and e-management systems to track and record the progress of print jobs. Charterhouse has also invested in the latest technology to also manage the business to business touch. MIS systems are not seen as a substitute for face-to-face interaction with its clients. It is a fantastic way of communicating with its clients off-site, but the personal touch is still the core principle at the heart of the way Charterhouse works.

Charterhouse has a full network of suppliers and prefers to work in partnership with these suppliers to achieve efficiencies, rather than using their purchasing muscle to force prices down. In a world where companies are aggressively seeking to reduce costs, Charterhouse is well positioned to deliver a growing and demanding market.

www.charterhouseuk.com



Gary Mahoney, Managing Director



...exceeding expectations in print

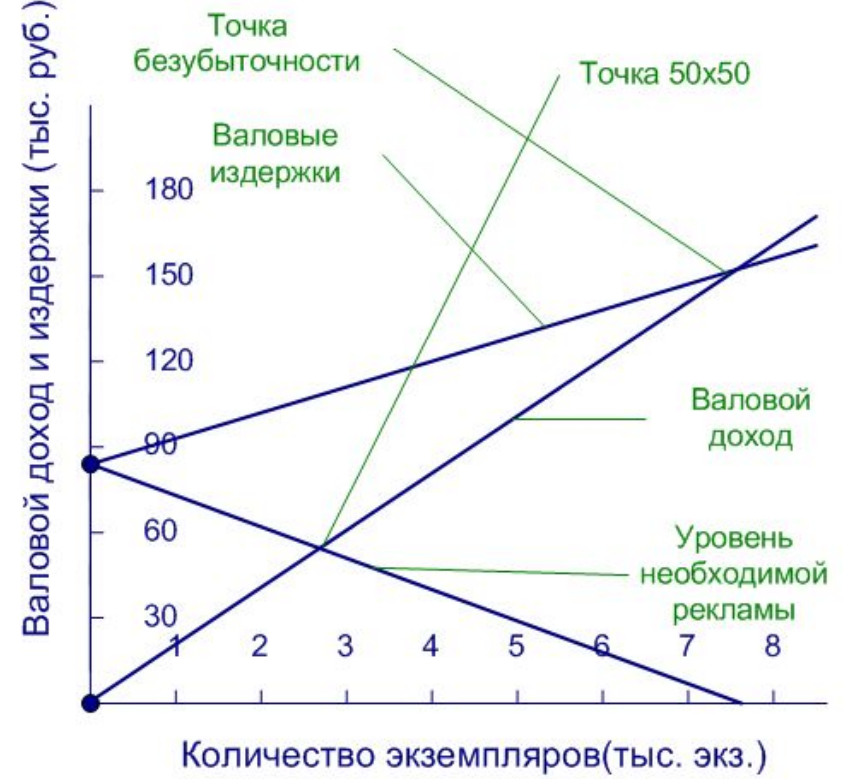
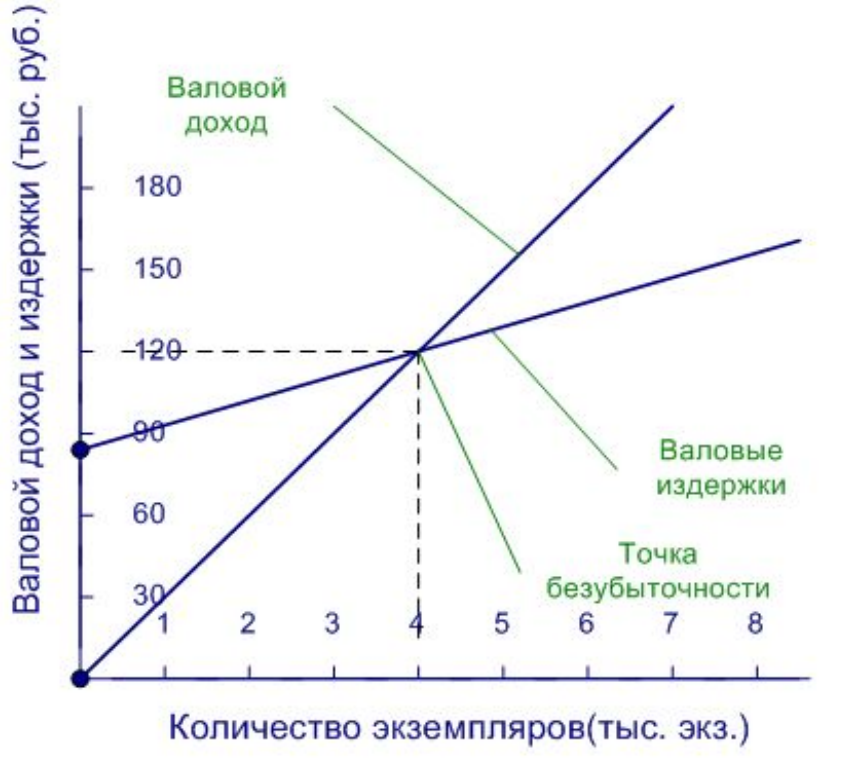
ТБ в печатных СМИ

Charterhouse has grown into a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and...

Various samples of Renault work

NEW MINI DEMANDS ATTENTION FROM PASSENGERS. SUCCEEDS. THE END.

solution to each and every production need. Charterhouse has an extensive array of digital proofers, filmsters and ctp systems in order to be...



is that almost all of the account teams have a very strong print manufacturing background and are all very aware of the strengths and weaknesses of each of the processes. They handle a huge variety of projects, including above-the-line advertising work, point of sale, direct mail, cardboard engineering and rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide



...exceeding expectations

clients such as Marks & Spencer, Wears and T-Mobile. Charterhouse project managed the rebranding of One 2 One T-Mobile and continues to manage all their point of sale requirements. Many of the clients have a Charterhouse in-house project management team to handle the work on-site, providing the most efficient

"T-Mobile has been with Charterhouse for the past four years. They have provided us with an outstanding service. The quality of work has always exceeded our expectations and their prices are very competitive. Due to the dynamic nature of our business, Charterhouse is always left with the least amount of time to produce our work and have never failed to meet a delivery date."

Gary Mahony, Managing Director

www.charterhouseuk.com

www.printmediamag.co.uk | June



Точка безубыточности

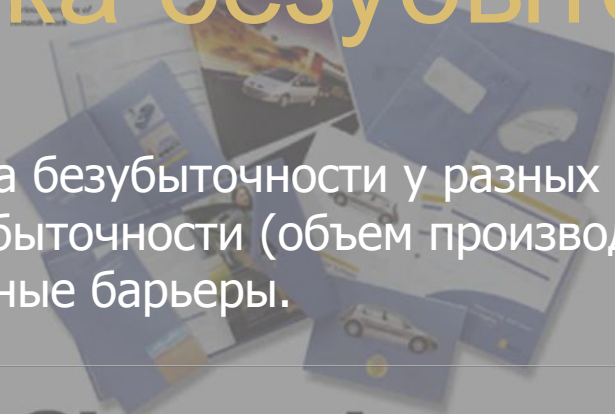
Charterhouse has become a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and established a pedigree of print management with the aim to constantly exceed its clients' expectations.

Its aim is to lighten its workload and reduce their cost. From the very first meeting it partners its client's creative team, understanding a client's objectives at an early stage. Charterhouse's experience and expertise provides practical solutions to meet their needs.

One of the keys to Charterhouse's success is the experience of its print professionals who can provide a personal service on-site, ensuring a quick response and guaranteed results. And yet when it comes to cost, Charterhouse is totally independent, with no in-house capacity of its own. This means it can secure the right printer for the job at the right cost for the budget. It also means that Charterhouse can get on with the job and, by controlling the quality of the print and managing the process from inception to the delivery.

Ten years on, Gary Mahoney, Managing Director, says that the market for print was changing and print management had emerged as the way forward. When companies are looking back on their print buying decisions, Charterhouse's advice and professional guidance. Apart from the print management services, it also acts as a cultural partner, working with needs for rebranding.

One of the company's major strengths is that almost every account team has a very strong print management background and are all very aware of the strengths and weaknesses of each of the processes. They handle a huge variety of projects, including above-the-line advertising work, point-of-sale, direct mail, cardboard engineering and rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide



Charterhouse

The growing demand to control print spending, cut lead times yet maintain quality in a dynamic business environment requires a special skills-set. Charterhouse has developed an enviable reputation for successful in a demanding sector.

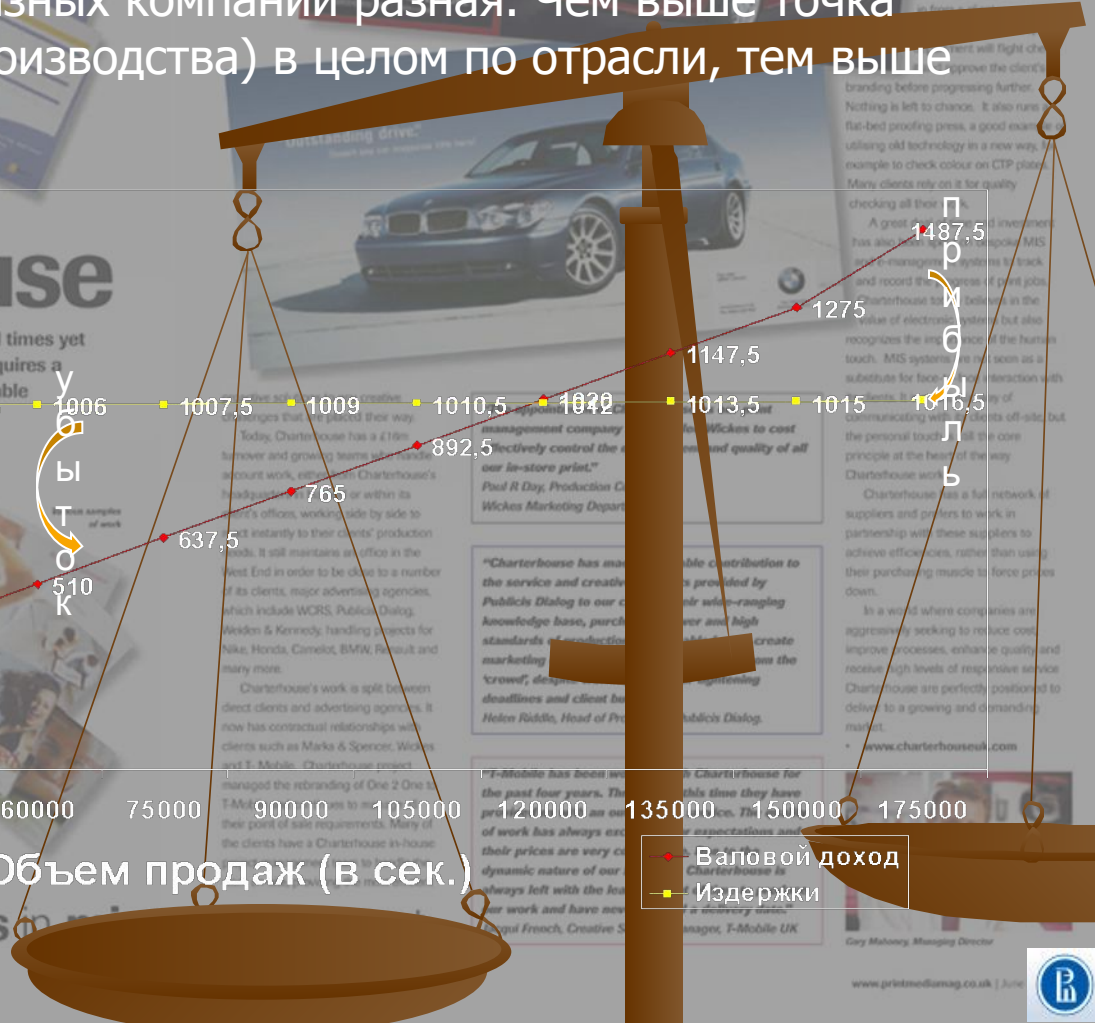


Валовой доход тыс USD
 1600
 1400
 1200
 1000
 800
 600
 400
 200
 0

Объемы продаж в сек.
 1006
 1007,5
 1009
 1010,5
 1012
 1013,5
 1015

...exceeding expectations

Точка безубыточности у разных компаний разная. Чем выше точка безубыточности (объем производства) в целом по отрасли, тем выше входные барьеры.



● Валовой доход
■ Издержки



Затраты на единицу продукции падают с ростом масштаба

Charterhouse has grown into a major player in the printing industry, leading the way forward with a range of initiatives. For many years it has built up a long list of blue-chip clients and established a pedigree of print management with the aim to constantly exceed its clients' expectations.

Its aim is to lighten its clients' workload by reducing the time taken to the very first meeting it participates fully with its client's creative team. By understanding a client's needs from an early stage Charterhouse can draw on its experience and expertise to develop the practical solutions to meet their needs.

One of the keys to Charterhouse's success is the experience of its print professionals who can provide a personal service on-site so ensuring a fast response and guaranteed quality when it comes to print business. Charterhouse is totally independent, with no in-house press capacity of its own. This means they can access the best printer for the job, the right technology to fit the timelines and the right solution to the budget. It also means that Charterhouse can get on with doing what it does best, controlling the quality of the print and managing the process from the design to the delivery.

Ten years ago Managing Director, Gary Mahoney, recognised that the print was changing and print management had emerged as a new area to focus on. While in the early 1990s many companies were cutting back on their print buying departments, Charterhouse adopted to meet the needs for quality advice and professional guidance. Apart from the print management services, Charterhouse also acts as a consultant to clients with needs for print related products.

One of the company's strengths is that almost all of the staff have a very strong print background and are all very aware of the strengths and weaknesses of each of the processes. They handle a wide range of projects, including above the line advertising work, point of sale, direct mail, cardboard engineering and rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide

Various samples of Research work

Right and below: Outdoor posters

Charterhouse

To flourish in a dynamic business environment requires a special skills-set. Charterhouse has developed an enviable reputation for success in a demanding sector.

NEW MINI: STEALS ATTENTION FROM PASSER-BY.

SUCCESS: THE END.

solution to each and every production need. Charterhouse has an extensive array of digital profers, filmsetters and ctp systems in order to be able to manage any job it receives from a design house. When a file comes in, the client will fight to get it and approve the client's branding before progressing further. Nothing is left to chance. It also runs flat-bed proofing press, a good example of utilising old technology in a new way, example to check colour on CTP plates. Many clients rely on it for quality checking all their work.

A great deal of time and investment has also been spent on bespoke MIS and management systems to track and control the progress of print jobs. Charterhouse totally believes in the value of electronic systems, but also recognises the importance of the human touch. Electronic systems are not seen as a substitute for face-to-face interaction with its clients. It is a fantasy of communicating with its clients off-site, but the personal touch is still the core principle at the heart of the way Charterhouse works.

"The appointment of Charterhouse as our print management company has enabled us to effectively control the cost of our in-store print."

"Charterhouse has made a valuable contribution to our business by providing a wide range of knowledge based marketing solutions from the 'crowd', design, production, deadlines and client buy."

"Charterhouse for this time they have exceeded our expectations and provided us with an excellent service. Due to the dynamic nature of our business, Charterhouse is always left with the least amount of time to produce a delivery date."

Charterhouse is a growing and demanding market. www.charterhouseuk.com

Charterhouse for this time they have exceeded our expectations and provided us with an excellent service. Due to the dynamic nature of our business, Charterhouse is always left with the least amount of time to produce a delivery date."

Charterhouse for this time they have exceeded our expectations and provided us with an excellent service. Due to the dynamic nature of our business, Charterhouse is always left with the least amount of time to produce a delivery date."

Charterhouse for this time they have exceeded our expectations and provided us with an excellent service. Due to the dynamic nature of our business, Charterhouse is always left with the least amount of time to produce a delivery date."

Charterhouse for this time they have exceeded our expectations and provided us with an excellent service. Due to the dynamic nature of our business, Charterhouse is always left with the least amount of time to produce a delivery date."

...exceeding expectations



Экономика масштаба

Charterhouse has grown into a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients, established a pedigree of management with the client, exceeded its clients' expectations.

Its aim is to lighten the workload and reduce the cost. From the very first meeting it personalises its client's creative team, ensuring an understanding of a client's business at an early stage. Charterhouse's experience and expertise in practical solutions to meet the client's needs.

One of the keys to Charterhouse's success is the experienced team of print professionals who can provide a personal service on a 24-hour basis. Charterhouse is totally committed to its own in-house press capability and owns no other printing plant.

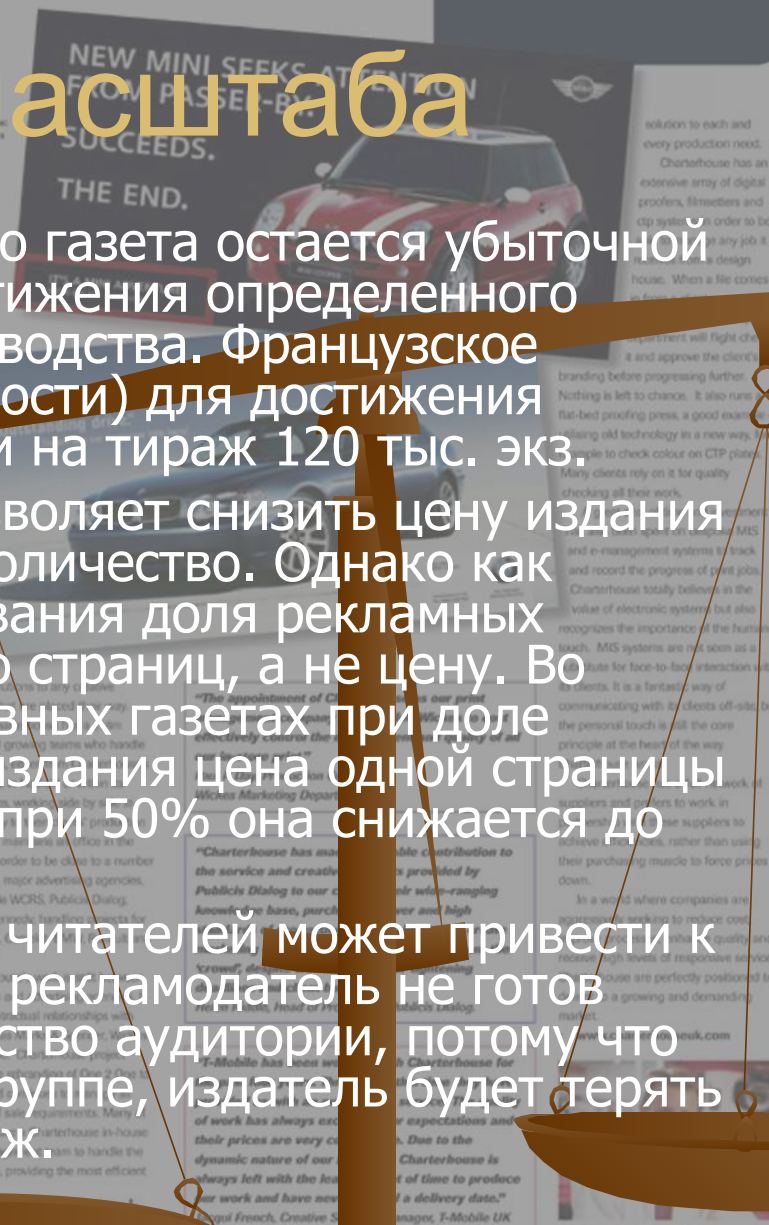
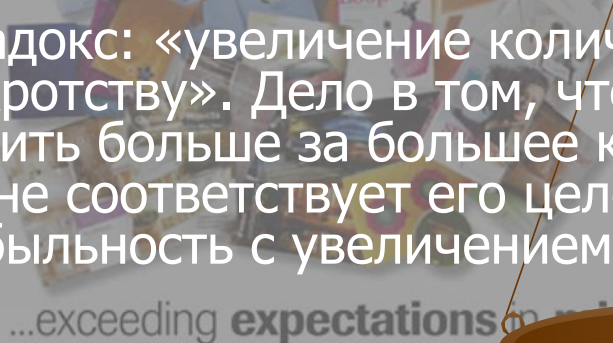
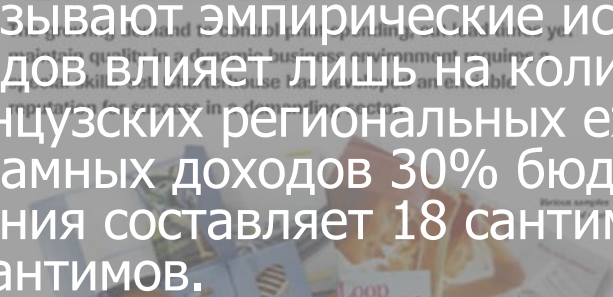
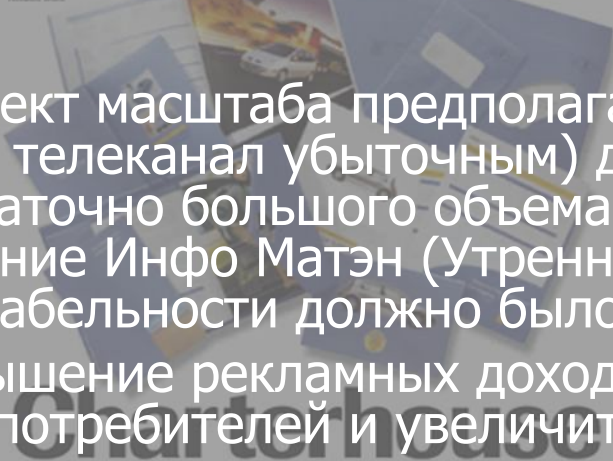
When it comes to print, Charterhouse is totally committed to its own in-house press capability and owns no other printing plant. This means they can ensure a guaranteed response when it comes to print. Charterhouse is totally committed to its own in-house press capability and owns no other printing plant.

Ten years ago Managing Director Mahoney recognised that the print was changing and print management had emerged as a new business. While in the early 1990s companies were cutting back on their print buying departments, Charterhouse adapted to meet the new requirements and professional services from the print management services also acts as a consultant with needs for print related.

One of the company's major strengths is that almost all of the staff have a very strong print background and are all experienced in the strengths and weaknesses of the processes. They handle a wide range of projects, including above advertising work, point of sale, mail, cardboard engineering and rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide

...exceeding expectations on...

Various samples
Result work



Эффект масштаба предполагает, что газета остается убыточной (или телеканал убыточным) до достижения определенного достаточно большого объема производства. Французское издание Инфо Матэн (Утренние новости) для достижения рентабельности должно было выйти на тираж 120 тыс. экз. Повышение рекламных доходов позволяет снизить цену издания для потребителей и увеличить их количество. Однако как показывают эмпирические исследования доля рекламных доходов влияет лишь на количество страниц, а не цену. Во французских региональных ежедневных газетах при доле рекламных доходов 30% бюджета издания цена одной страницы составляет 18 сантимов, а при 50% она снижается до 13 сантимов.

Парадокс: «увеличение количества читателей может привести к банкротству». Дело в том, что если рекламодатель не готов платить больше за большее количество аудитории, потому что оно не соответствует его целевой группе, издатель будет терять прибыльность с увеличением продаж.



Закон спроса

Charterhouse has grown into a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and established a pedigree of print management with the aim to constantly exceed its clients' expectations.

Its aim is to lighten its clients' workload and reduce their cost. From the very first meeting it participates fully with its client's creative team. By understanding a client's objectives at an early stage Charterhouse can draw on its experience and expertise to develop the practical solutions to meet their needs.

One of the keys to Charterhouse's success is the experienced team of print professionals who can provide a personal service on-site so ensuring a quick response and guaranteed results. And yet when it comes to print buying, Charterhouse is totally independent, with no in-house press capacity of its own. This means they can select the right printer for the job, the right specialist that fits the timescales and the right cost for the budget. It also means that Charterhouse can get on with doing what it is good at, controlling the quality of the colour, and managing the process from inception to the delivery.

Ten years ago Managing director, Gary Mahoney, recognised that the market for print was changing and print management had emerged as the way forward. While in the early 1990s many companies were cutting back on their print buying departments to concentrate on their core activities, Charterhouse adapted to meet the needs for quality advice and professional guidance. Apart from the print management services, it also acts as a consultant to companies with needs for print related products.

One of the company's major strengths is that almost all of the account teams have a very strong print manufacturing background and are all very aware of the strengths and weaknesses of each of the processes. They handle a huge variety of projects, including above-the-line advertising work, point of sale, direct mail, cardboard engineering and rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide

Various samples of Renault work



Charterhouse

The growing demand to control print spending, cut lead times yet maintain quality in a dynamic business environment requires a special skill-set. Charterhouse has developed an enviable reputation for success in a demanding sector.



...exceeding expectations in print

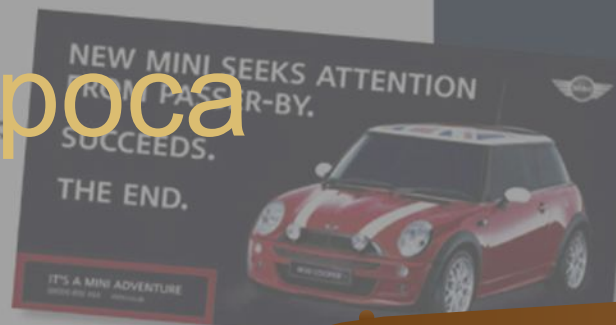
цена билета



P_1
 P_2

Q_1
 Q_2

объем билетов в кино



solution to each and every production need. Charterhouse has an extensive array of digital proofers, filmsetters and ctp systems in order to be able to manage any job it receives from a design house. When a file comes in from a design house, the client will fight to get it and approve the client's branding before progressing further. Nothing is left to chance. It also runs flat-bed proofing press, a good example of utilising old technology in a new way, for example to check colour on CTP plate. Many clients rely on it for quality checking all their work.

A great deal of time and investment has also been spent on bespoke MIS and e-management systems to track and record the progress of print jobs. Charterhouse totally believes in the value of electronic systems, but also recognizes the importance of the human touch. MIS systems are not seen as a substitute for face-to-face interaction with its clients. It is a fantastic way of communicating with its clients off-site, but the personal touch is still the core principle at the heart of the way Charterhouse works.

Charterhouse has a full network of suppliers and prefers to work in partnership with these suppliers to achieve efficiencies, rather than using their purchasing muscle to force prices down. In a world where companies are aggressively seeking to reduce costs, improve processes, enhance quality and receive high levels of responsive service Charterhouse are perfectly positioned to meet this to a growing and demanding market.

www.charterhouseuk.com



Gary Mahoney, Managing Director



Почему «кривая»?

Charterhouse has grown into a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and established a pedigree of print management with the aim to constantly exceed its clients' expectations.

Its aim is to lighten its clients' workload and reduce their cost. From the very first meeting it participates fully with its client's creative team. By understanding a client's objectives at an early stage Charterhouse can draw on its experience and expertise to develop the practical solutions to meet their needs.

One of the keys to Charterhouse's success is the experienced team of print professionals who can provide a personal service on-site so ensuring a quick response and guaranteed results. And yet when it comes to print buying, Charterhouse is totally independent, with no in-house press capacity of its own.

This means they can select the right printer for the job, the right specialist that fits the timescales and the right cost for the budget. It also means that Charterhouse can get on with doing what it is good at, controlling the quality of the colour, and managing the process from inception to the delivery.

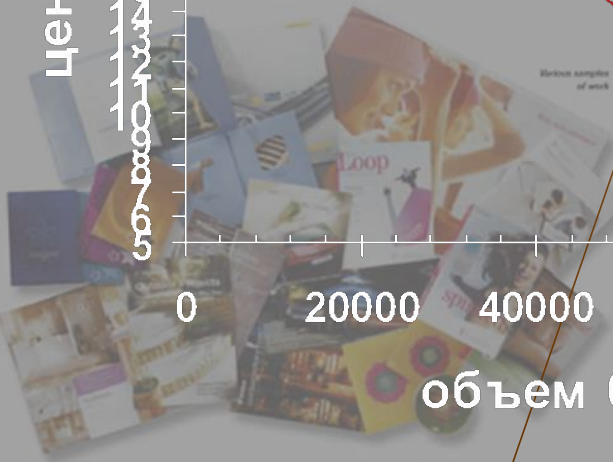
Ten years ago Managing director, Gary Mahoney, recognised that the market for print was changing and print management had emerged as the way forward. While in the early 1990s many companies were cutting back on their print buying departments to concentrate on their core activities, Charterhouse adapted to meet the needs for quality advice and professional guidance. Apart from the print management services, it also acts, as a consultant to companies with needs for print related products.

One of the company's major strengths is that almost all of the account teams have a very strong print manufacturing background and are all very aware of the strengths and weaknesses of each of the processes. They handle a huge variety of projects, including above-the-line advertising work, point of sale, direct mail, cardboard engineering and rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide

Various samples of Renault work



Charterhouse
The wings of a hand to control print spending, cut lead times yet maintain quality in a dynamic business environment requires a special skill set. Charterhouse has developed an enviable reputation for success in a demanding sector.



...exceeding expectations in print

Цена билета

33
32
31
30
29
28
27
26
25
24
23
22
21
20
19
18
17
16
15
14
13
12
11
10
9
8
7
6
5
4
3
2
1
0

0 20000 40000 60000 80000 100000 120000

объем билетов в кино



"The appointment of Charterhouse as our print management company has enabled us to effectively control the cost of our in-store print."
Paul R Day, Production Controller, Wicks Marketing Department

"Charterhouse has made a valuable contribution to the service and creativity provided by Publicis Dialog to our clients. Their knowledge, experience, standards of production and marketing have exceeded our expectations."
Helen Riddle, Head of Production, Publicis Dialog

"T-Mobile has been with Charterhouse for this time they have exceeded our expectations and their prices are very competitive. Due to the dynamic nature of our work we are always left with the time to produce our work and have never had a delivery date."
Gary Mahoney, Managing Director, T-Mobile UK

solution to each and every production need. Charterhouse has an extensive array of digital proofers, filmsetters and ctp systems in order to be able to manage any job it receives from a design house. When a file comes in from a design house, our client will fight to get it and approve the client's branding before progressing further. Nothing is left to chance. It also runs flat-bed proofing press, a good example of utilising old technology in a new way, example to check colour on CTP plates. Many clients rely on it for quality checking all their work.

A great deal of time and investment has also been spent on bespoke MIS and e-management systems to track and record the progress of print jobs. Charterhouse totally believes in the value of electronic systems but also recognizes the importance of the human touch. MIS systems are not seen as a substitute for face-to-face interaction with its clients. It is a fantastic way of communicating with its clients on-site, but the personal touch is still the core principle at the heart of the way Charterhouse works.

Charterhouse has a full network of suppliers and prefers to work in partnership with these suppliers to achieve efficiencies, rather than using their purchasing muscle to force prices down. In a world where companies are aggressively seeking to reduce costs, improve processes, enhance quality and receive high levels of responsive service Charterhouse are perfectly positioned to deliver to a growing and demanding market.

www.charterhouseuk.com



Пример пиратской индустрии

Charterhouse has grown into a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and established a pedigree of print management with the aim of exceeding its clients' expectations.

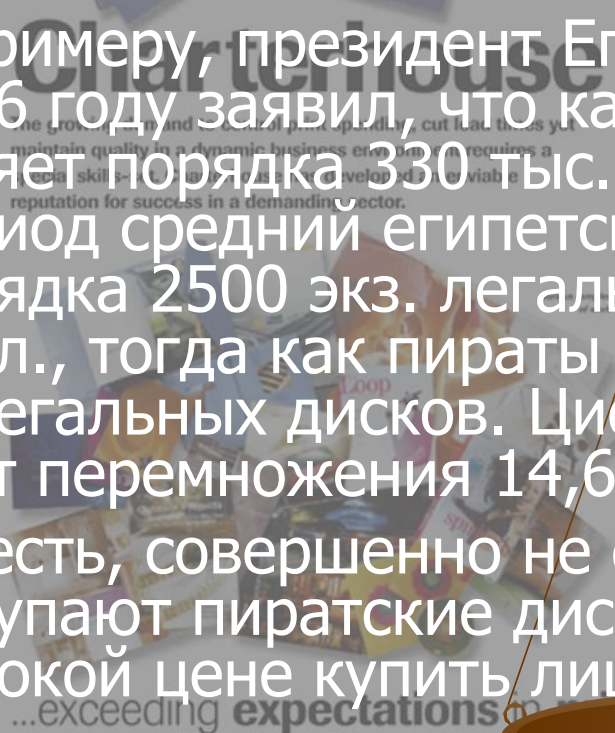
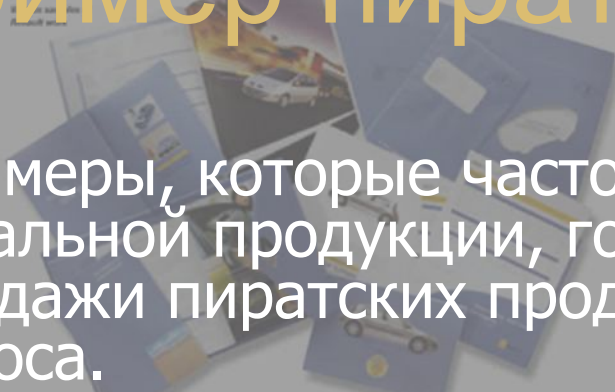
Its aim is to lighten the client's workload and reduce their cost. In the very first meeting it performs a cost analysis of the client's creative team. By understanding a client's objectives at an early stage Charterhouse can draw on its experience and expertise to offer practical solutions to meet their needs.

One of the keys to Charterhouse's success is the experience of its professionals who can provide a personal service on-site so ensuring a quick response and guaranteed quality when it comes to print.

Charterhouse is totally independent of any in-house press capacity. This means they can select the right printer for the job, the right ink, the right paper, the right cost for the budget. It also means that they can get on with doing what they do best - maintaining the quality of the colour, managing the process from the delivery.

Ten years ago Managing Director, Gary Mahoney, recognised that the print was changing and print management had emerged as the way forward. While in the early 90s companies were cutting back on their core activities, Charterhouse adapted to meet the need for advice and professional guidance from the print management services. It also acts as a consultant to clients with needs for print rebranding.

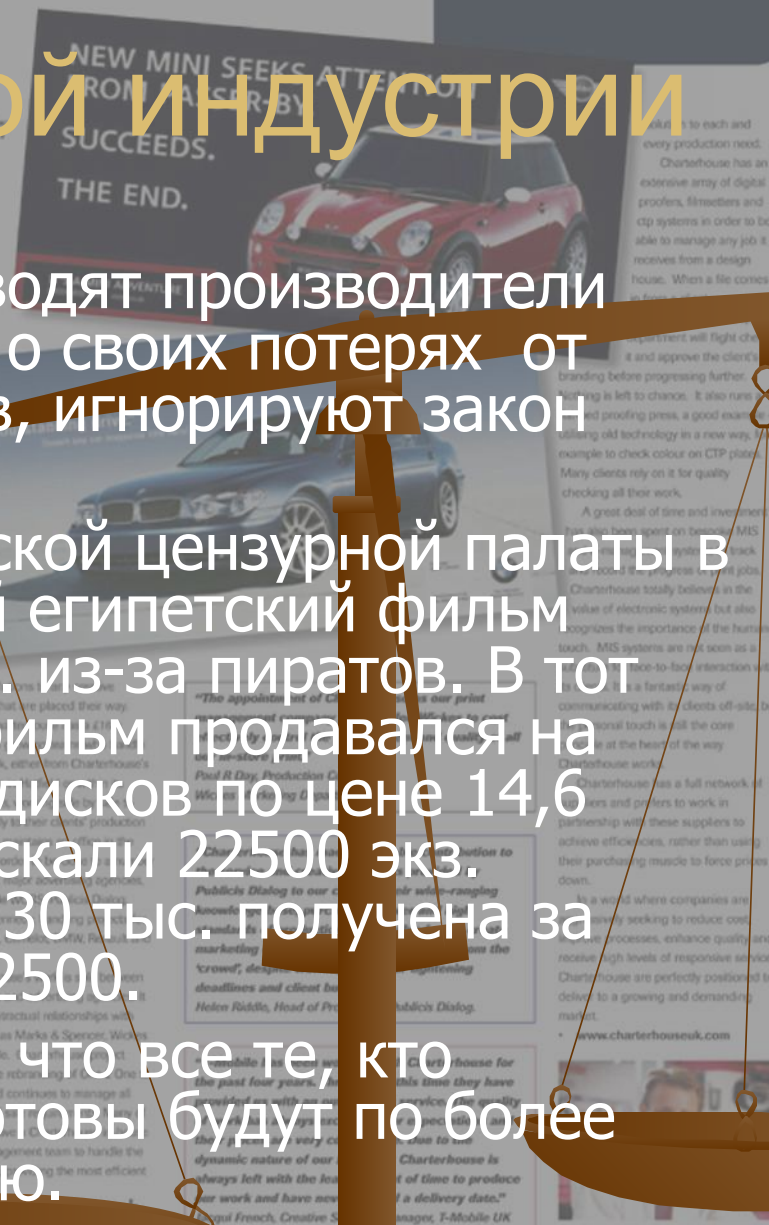
One of the company's major strengths is that almost all of its clients have a very strong print marketing background and are all well aware of the strengths and weaknesses of each of the processes. They handle a wide range of projects, including above the line advertising work, point of sale, direct mail, cardboard engineering, rebranding projects with appreciation for the technical side of printing. Above all they can provide



Примеры, которые часто приводят производители легальной продукции, говоря о своих потерях от продажи пиратских продуктов, игнорируют закон спроса.

К примеру, президент Египетской цензурной палаты в 1996 году заявил, что каждый египетский фильм теряет порядка 330 тыс. долл. из-за пиратов. В тот период средний египетский фильм продавался на порядка 2500 экз. легальных дисков по цене 14,6 долл., тогда как пираты выпускали 22500 экз. нелегальных дисков. Цифра 330 тыс. получена за счет перемножения 14,6 на 22500.

То есть, совершенно не факт, что все те, кто покупают пиратские диски, готовы будут по более высокой цене купить лицензию.



Эластичность спроса по цене

Charterhouse has become a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and established a pedigree of print management with the aim to constantly exceed its clients' expectations.

Its aim is to lighten its clients' workload and reduce their cost. From the very first meeting it participates fully with its client's creative team. By understanding a client's objectives at an early stage Charterhouse can lean on its experience and expertise to develop the practical solutions to meet their needs.

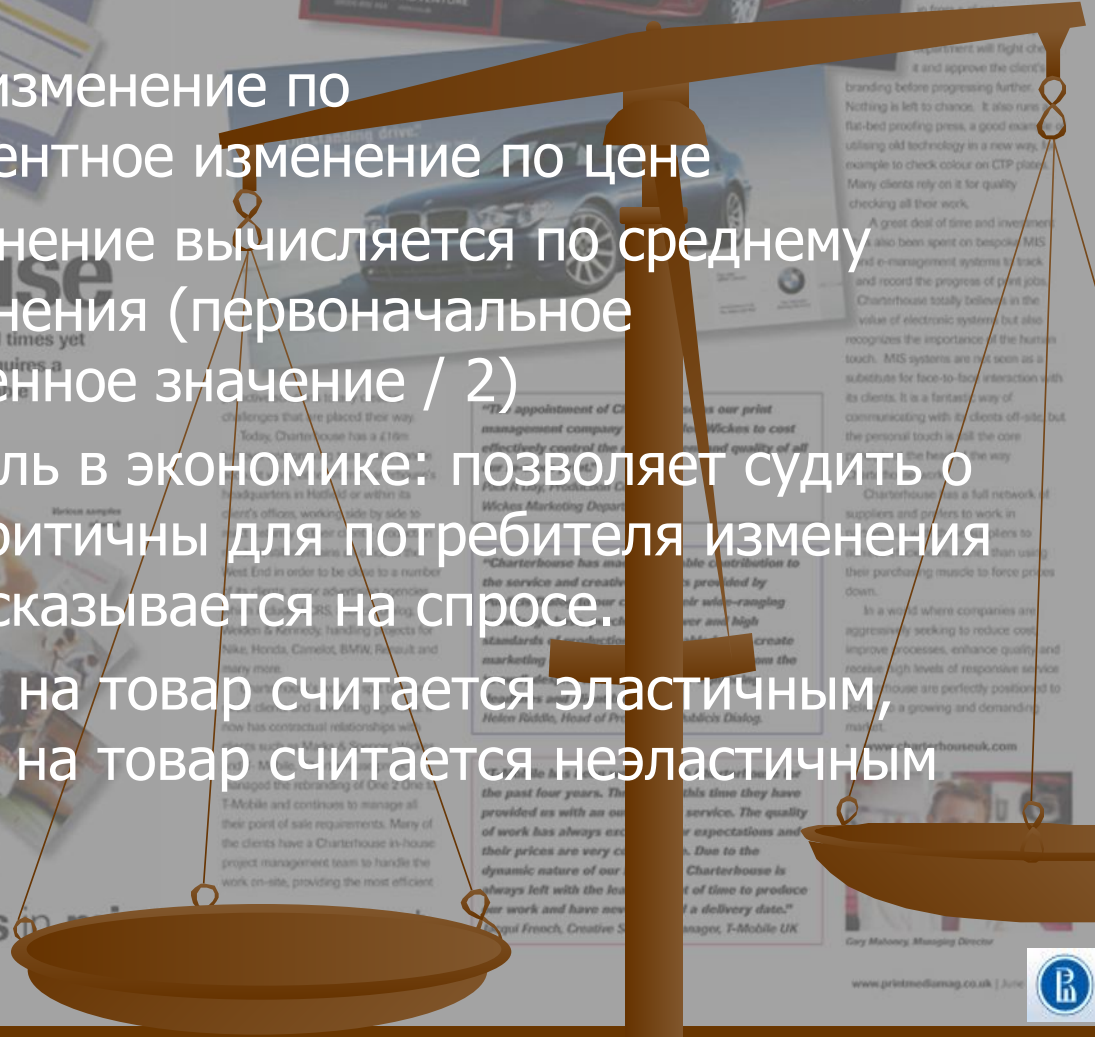
One of the keys to Charterhouse's success is the experienced team of print professionals who can provide a personal service on-site so ensuring a quick response and guaranteed results. And yet when it comes to print buying Charterhouse is totally independent, with no in-house press capacity of its own.

This means they can select the right printer for the job, the right specialist that fits the timescales and the right cost for the budget. It also means that Charterhouse can get on with doing what it is good at, controlling the quality of the colour, and managing the process from inception to the delivery.

Ten years ago Managing Director, Gary Mahoney, recognised that the market for print was changing and print management had emerged as the way forward. While in the early 1990s many companies were cutting back on their print buying departments to concentrate on their core activities, Charterhouse adapted to meet the needs for quality advice and professional guidance. Apart from the print management services, it also acts as a consultant to companies with needs for print related products.

One of the company's major strengths is that almost all of the account teams have a very strong print manufacturing background and are all very aware of the strengths and weaknesses of each of the processes. They handle a huge variety of projects, including above-the-line advertising work, point of sale, direct mail, cardboard engineering and rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide

$\eta = \frac{\text{Процентное изменение по количеству}}{\text{Процентное изменение по цене}}$
 Процентное изменение вычисляется по среднему показателю изменения (первоначальное значение + измененное значение / 2)
 Важный показатель в экономике: позволяет судить о том, насколько критичны для потребителя изменения в цене и как это сказывается на спросе.
 Если $\eta > 1$, спрос на товар считается эластичным,
 если $\eta < 1$, спрос на товар считается неэластичным



Пример вычисления

Charterhouse has grown into a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and established a pedigree of print management with the aim to constantly exceed its clients' expectations.

Its aim is to lighten its clients' workload and reduce their cost. From the very first meeting it participates fully with its client's creative team. By understanding a client's objectives at an early stage Charterhouse can draw on its experience and expertise to develop the practical solutions to meet their needs.

One of the keys to Charterhouse's success is the experienced team of print professionals who can provide a personal service on-site so ensuring a quick response and guaranteed results. And when it comes to print buying, Charterhouse is totally independent, with no in-house press capacity of its own. This means they can select the right printer for the job, the right specialist at the right cost for the job.

Charterhouse is good at listening, understanding, and then providing a solution that meets the client's needs. This means they can select the right printer for the job, the right specialist at the right cost for the job. Charterhouse is good at listening, understanding, and then providing a solution that meets the client's needs.

Charterhouse is good at listening, understanding, and then providing a solution that meets the client's needs. This means they can select the right printer for the job, the right specialist at the right cost for the job. Charterhouse is good at listening, understanding, and then providing a solution that meets the client's needs.

Charterhouse is good at listening, understanding, and then providing a solution that meets the client's needs. This means they can select the right printer for the job, the right specialist at the right cost for the job. Charterhouse is good at listening, understanding, and then providing a solution that meets the client's needs.

Various samples of Renault work

Right angle shot of outdoor poster



solution to each and every production need. Charterhouse has an extensive array of digital proofers, filmsetters and ctp systems in order to be able to manage any job it receives from a design house. When a file comes in from a client, our team will fight to get it approved the client's branding before progressing further. Nothing is left to chance. It also runs flat-bed proofing press, a good example of utilising old technology in a new way, for example to check colour on CTP plates. Many clients rely on it for quality checking all their work.

A great deal of time and investment has also been spent on bespoke MIS and e-management systems to track and record the progress of print jobs. Charterhouse totally believes in the use of electronic systems, but also recognises the importance of the human touch. MIS systems are not seen as a substitute for face-to-face interaction with clients. It is an integral way of communicating with clients on-site, but the personal touch is still the core principle at the heart of the way Charterhouse works.

Charterhouse has a full network of suppliers and prefers to work in partnership with these suppliers to achieve efficiencies, rather than using their purchasing muscle to force prices down. In a world where companies are aggressively seeking to reduce costs, improve processes, enhance quality and receive high levels of responsive service Charterhouse are perfectly positioned to deliver in a growing and demanding market.

Charterhouse has a full network of suppliers and prefers to work in partnership with these suppliers to achieve efficiencies, rather than using their purchasing muscle to force prices down. In a world where companies are aggressively seeking to reduce costs, improve processes, enhance quality and receive high levels of responsive service Charterhouse are perfectly positioned to deliver in a growing and demanding market.

Charterhouse has a full network of suppliers and prefers to work in partnership with these suppliers to achieve efficiencies, rather than using their purchasing muscle to force prices down. In a world where companies are aggressively seeking to reduce costs, improve processes, enhance quality and receive high levels of responsive service Charterhouse are perfectly positioned to deliver in a growing and demanding market.

В сентябре 1993 года NewsCorp Руперта Мердока снизила стоимость номера газеты Times с 45 до 30 пенсов. Через два месяца число читателей выросло с 360 000 до 453 000.

Показатель эластичности составил 0,57, что означает, что спрос на газету оказался неэластичным по цене. То есть ожидать бурного роста потребителей в связи с падением цены в данном случае бессмысленно.

Через девять месяцев тираж вырос до 515000 экз. Попробуйте вычислить самостоятельно показатель эластичности за 9 месяцев.



$$\eta = \frac{\frac{453000 - 360000}{360000} \cdot 100}{\frac{45 - 30}{45 + 30} \cdot 100} = \frac{25}{20} = 1,25$$

$$\eta = \frac{\frac{515000 - 360000}{360000} \cdot 100}{\frac{45 - 30}{45 + 30} \cdot 100} = \frac{40}{70} = 0,57$$



Три фактора, влияющие на эластичность

Charterhouse has grown into a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and established a pedigree of print management with the aim to constantly exceed its clients' expectations.

Its aim is to lighten its clients' workload and reduce their cost. From the very first meeting it participates fully with its client's creative team. By understanding a client's objectives at an early stage Charterhouse can draw on its experience and expertise to develop the practical solutions to meet their needs.

One of the keys to Charterhouse's success is the experienced team of print professionals who can provide a personal service on-site so ensuring a quick response and guaranteed results. And yet when it comes to print buying, Charterhouse is totally independent, with no in-house press capacity of its own.

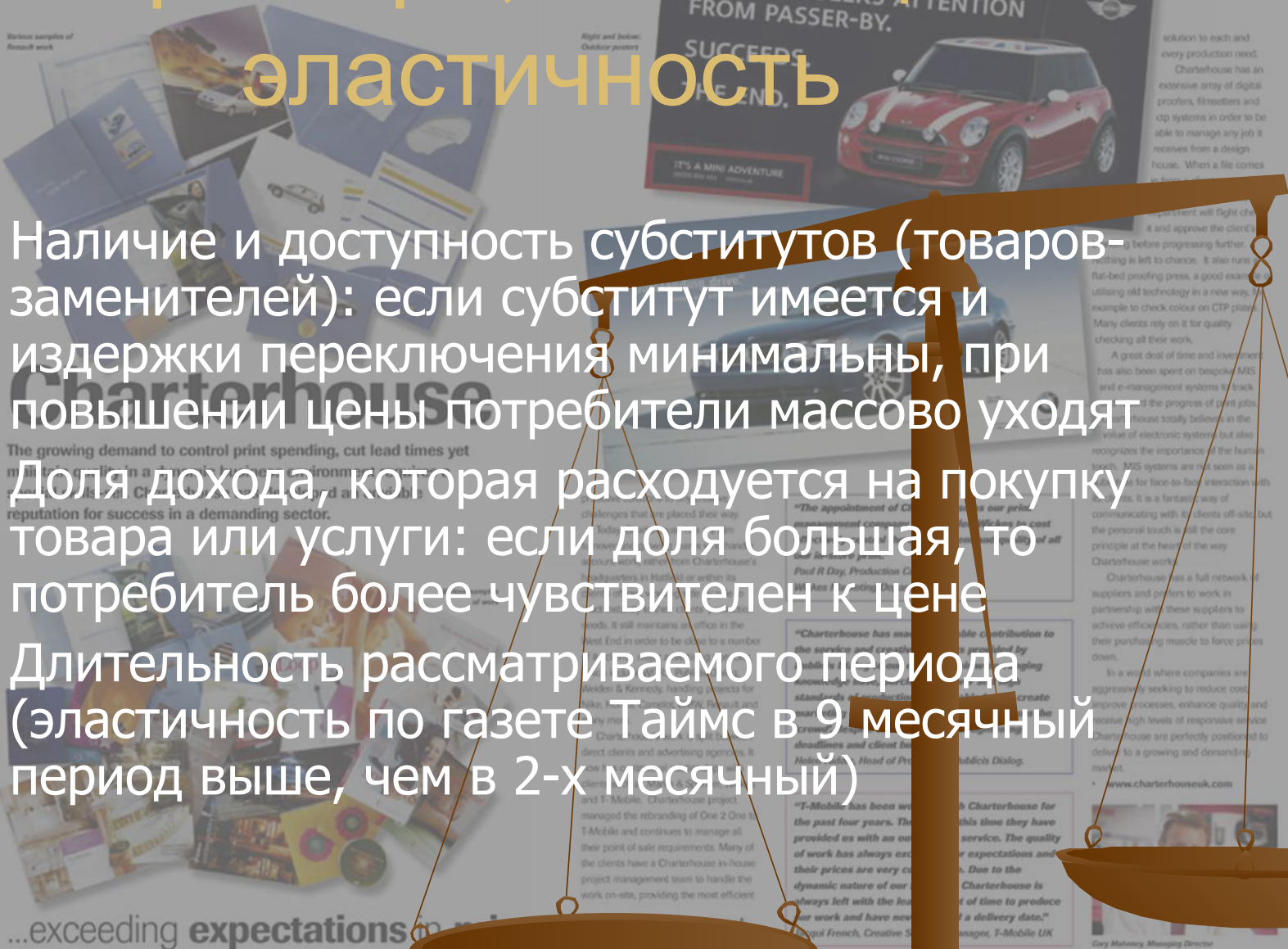
This means they can select the right printer for the job, the right specialist that fits the timelines and the right cost for the budget. It also means that Charterhouse can get on with doing what it's good at, controlling the quality of the colour, and managing the process from inception to the delivery.

Ten years ago Managing director, Gary Mahoney, recognised that the market for print was changing and print management had emerged as the way forward. While in the early 1990s many companies were cutting back on their print buying departments to concentrate on their core activities, Charterhouse adapted to meet the needs for quality advice and professional guidance. Apart from the print management services, it also acts as a consultant to companies with needs for print related products.

One of the company's major strengths is that almost all of the account teams have a very strong print manufacturing background and are all very aware of the strengths and weaknesses of each of the processes. They handle a huge variety of projects, including above-the-line advertising work, point of sale, direct mail, cardboard engineering and rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide

Various samples of finished work

Right and below: Outdoor posters



Наличие и доступность субститутов (товаров-заменителей): если субститут имеется и издержки переключения минимальны, при повышении цены потребители массово уходят. Доля дохода, которая расходуется на покупку товара или услуги: если доля большая, то потребитель более чувствителен к цене. Длительность рассматриваемого периода (эластичность по газете Таймс в 9-месячный период выше, чем в 2-х месячный).

...exceeding expectations on

solution to each and every production need. Charterhouse has an extensive array of digital proofers, filmsters and ctp systems in order to be able to manage any job it receives from a design house. When a file comes in from a client, the

client will fight to get it and approve the client before progressing further. Nothing is left to chance. It also runs flat-bed proofing press, a good example of utilising old technology in a new way, to check colour on CTP plates. Many clients rely on it for quality checking all their work.

A great deal of time and investment has also been spent on bespoke MIS and e-management systems to track the progress of print jobs. Charterhouse totally believes in the value of electronic systems, but also recognizes the importance of the human touch. MIS systems are not seen as a replacement for face-to-face interaction with clients. It is a fantastic way of communicating with clients on-site, but the personal touch is still the core principle at the heart of the way Charterhouse works.

Charterhouse has a full network of suppliers and prefers to work in partnership with these suppliers to achieve efficiencies, rather than using their purchasing muscle to force prices down.

In a world where companies are aggressively seeking to reduce costs, improve processes, enhance quality and receive high levels of responsive service Charterhouse are perfectly positioned to deliver to a growing and demanding market.

www.charterhouseuk.com
Gary Mahoney, Managing Director



Эластичность спроса на медиапродукты

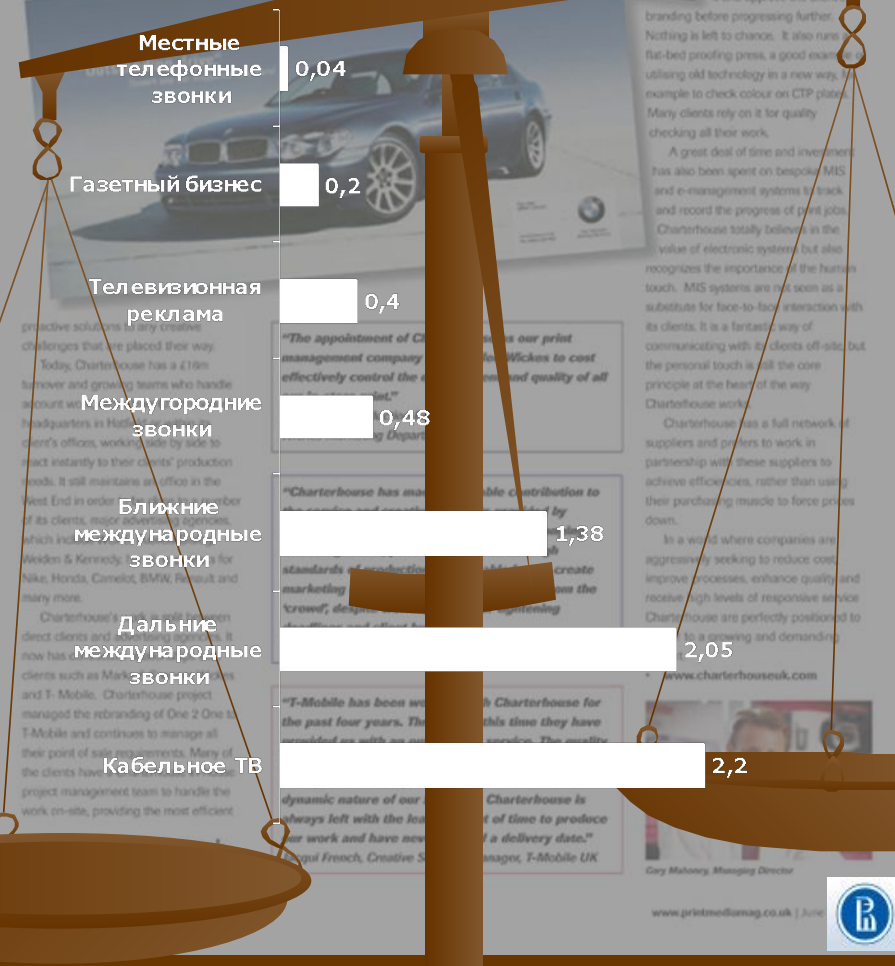
Эластичность некоторых благ в медиа

Спрос на местную телефонную связь практически не эластичен по цене. Спрос на международную и междугородную связь эластичен. Эластичность повышается с расстоянием звонка (Albon, Hardin and Dee, 1997)

Спрос на рекламу на телевидении неэластичен по цене (Peacock, 1986)

Спрос на газеты и печатные издания малоэластичен по цене (Lewis, 1995)

Спрос на услуги кабельного ТВ сильно и значительно эластичен по цене



Charterhouse has grown into a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and established a pedigree of print management with the aim to constantly exceed its clients' expectations.

Its aim is to lighten its clients' workload and reduce their cost. From the very first meeting it participates fully with its client's creative team. By understanding a client's objectives at an early stage Charterhouse can draw on its experience and expertise to develop the practical solutions to meet their needs.

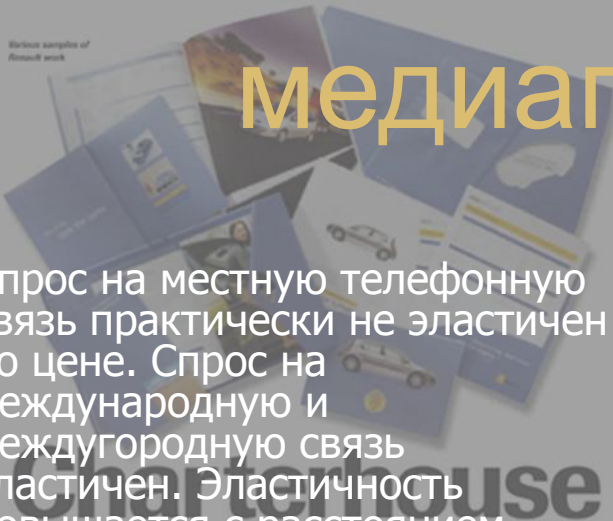
One of the keys to Charterhouse's success is the experienced team of print professionals who can provide a personal service on-site so ensuring a quick response and guaranteed results. And yet when it comes to print buying, Charterhouse is totally independent, with no in-house press capacity of its own.

This means they can select the right printer for the job, the right specialist that fits the timelines and the right cost for the budget. It also means that Charterhouse can get on with doing what it is good at, controlling the quality of the colour, and managing the process from inception to the delivery.

Ten years ago Managing director, Gary Mahoney, recognised that the market for print was changing and print management had emerged as the way forward. While in the early 1990s many companies were cutting back on their print buying departments to concentrate on their core activities, Charterhouse adapted to meet the needs for quality advice and professional guidance. Apart from the print management services, it also acts as a consultant to companies with needs for print related products.

One of the company's major strengths is that almost all of the account teams have a very strong print manufacturing background and are all very aware of the strengths and weaknesses of each of the processes. They handle a huge variety of projects, including above-the-line advertising work, point of sale, direct mail, cardboard engineering and rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide

Various samples of finished work



Right and below: Outdoor posters



solution to each and every production need. Charterhouse has an extensive array of digital profers, filmsetters and ctp systems in order to be able to manage any job it receives from a design house. When a file comes in from a client, the client will fight to get it and approve the client's branding before progressing further. Nothing is left to chance. It also runs flat-bed proofing press, a good example of utilising old technology in a new way, example to check colour on CTP plate. Many clients rely on it for quality checking all their work.

A great deal of time and investment has also been spent on bespoke MIS and e-management systems to track and record the progress of print jobs. Charterhouse totally believes in the value of electronic systems, but also recognizes the importance of the human touch. MIS systems are not seen as a substitute for face-to-face interaction with its clients. It is a fantastic way of communicating with its clients off-site, but the personal touch is still the core principle at the heart of the way Charterhouse works.

Charterhouse has a full network of suppliers and prefers to work in partnership with these suppliers to achieve efficiencies, rather than using their purchasing muscle to force prices down. In a world where companies are aggressively seeking to reduce cost, improve processes, enhance quality and receive high levels of responsive service Charterhouse are perfectly positioned to be a growing and demanding

...exceeding expectations in print



Некоторые закономерности

Charterhouse has grown into a major force at the cutting edge of print management leading the way forward with its initiatives. For many years a long list of blue-chip clients established a pedigree of print management with the accolades of its clients' experience.

Its aim is to lighten its clients' workload and reduce their very first meeting it joins its client's creative team. By understanding a client's early stage Charterhouse experience and expertise to find practical solutions to their problems.

One of the keys to Charterhouse success is the experience of our print professionals who can provide a personal service on-site so ensuring response is guaranteed when it comes to print buying. Charterhouse is totally independent with no in-house press capacity. This means they can access the printer for the job, the right one that fits the timelines and the right one for the budget. It also means that they can get on with doing what is good at controlling the quality of the print and managing the process from the delivery.

Ten years ago Management Mahoney recognized that print was changing and print management had emerged forward. While in the early 90s companies were cutting back on their print buying departments on their core activities, Charterhouse adapted to meet the needs of advisory advice and professional print. Apart from the print management services also acts as a consultant to clients with needs for print related products.

One of the company's strengths is that almost all of the staff have a very strong print manufacturing background and are all well versed in the strengths and weaknesses of the processes. They handle a wide range of projects, including above-the-line advertising work, point of sale, mail, cardboard engineering, rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide

Важно понимать, что если компания Универсал снижает цену на музыкальные диски с 18,98 до 12,98.

Это составляет 38% от средней цены (15,98). То есть средний рост продаж для того, чтобы такая стратегия была успешной, должен был составить не менее 38%.

Иногда слишком большая эластичность может представлять проблему. К примеру, в июле 1998 года Спринт Канада снизил цену на безлимитные телефонные междугородние переговоры до 20 долларов в месяц. Стоимость почасовой минуты составляла 0,10 долларов. То есть наговорив 200 минут в месяц, клиент начинал говорить бесплатно.

Однако Спринт недооценил спрос, который привел к перегрузке сети и невозможности звонить. В результате компания была вынуждена вводить планку ограничения 800 минут за 20 долларов.

NEW MINI SEEKS ATTENTION FROM P.S. FREELY. SUCCEEDS.

The growing demand to control print spending, cut lead times yet maintain their quality standards has meant Charterhouse has developed an enviable special skills-set. Charterhouse has developed an enviable special skills-set. Charterhouse has developed an enviable special skills-set.

solution to each and every production need. Charterhouse has an extensive array of digital profers, filmsters and ctp systems in order to be able to design any job it takes to a design. It comes

it and approve the client's other. Charterhouse runs a full range of proofing processes, a good example of a new way of working. It also provides a design plate. Many of our clients are quality checking all their work.

A great deal of time and investment has also been spent on bespoke MIS and e-management systems to track and record the progress of print jobs. Charterhouse also recognizes the importance of the human touch. MIS systems are not seen as a substitute for face-to-face interaction with its clients. It is a fantastic way of communicating with the clients off-site, but the personal touch is still the core principle at the heart of the way Charterhouse works.

Charterhouse has a full network of suppliers and prefers to work in partnership with these suppliers to ensure efficiencies, rather than using their purchasing muscle to force prices down. Charterhouse also works with companies are looking to reduce cost, improve process, enhance quality and create more responsive service. Charterhouse are ideally positioned to deliver to a growing and demanding market.

www.charterhouseuk.com
Gary Mahoney, Managing Director



Закон предложения

Charterhouse has grown into a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and established a pedigree of print management with the aim to constantly exceed its clients' expectations.

Its aim is to lighten its clients' workload and reduce their cost. From the very first meeting it participates fully with its client's creative team. By understanding a client's objectives at an early stage Charterhouse can draw on its experience and expertise to develop the practical solutions to meet their needs.

One of the keys to Charterhouse's success is the experienced team of print professionals who can provide a personal service on-site so ensuring a quick response and guaranteed results. And yet when it comes to print buying, Charterhouse is totally independent, with no in-house press capacity of its own.

This means they can select the right printer for the job, the right specialist that fits the timescales and the right cost for the budget. It also means that Charterhouse can get on with doing what it is good at, controlling the quality of the colour, and managing the process from inception to the delivery.

Ten years ago Managing director, Gary Mahoney, recognised that the market for print was changing and print management had emerged as the way forward. While in the early 1990s many companies were cutting back on their print buying departments to concentrate on their core activities, Charterhouse adapted to meet the needs for quality advice and professional guidance. Apart from the print management services, it also acts as a consultant to companies with needs for print related products.

One of the company's major strengths is that almost all of the account teams have a very strong print manufacturing background and are all very aware of the strengths and weaknesses of each of the processes. They handle a huge variety of projects, including above-the-line advertising work, point of sale, direct mail, cardboard engineering and rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide



Charterhouse
The growing demand to control print spending, cut lead times yet maintain quality in a dynamic business environment requires a special skills-set. Charterhouse has developed an enviable reputation for success in a demanding sector.



...exceeding expectations in print

Цена билета

16
15
14
13
12
11
10
9
8
7
6
5
4
3
2
1
0

P_1

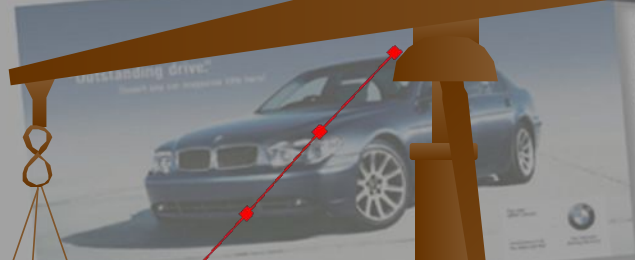
P_0

Q_0

Q_1

объем билетов в кино

0 20000 40000 60000 80000 100000



"The appointment of Charterhouse as our print management company has enabled us to effectively control the cost of our in-store print."
Paul R Day, Production Controller, Wickes Marketing Department

"Charterhouse has made a valuable contribution to the service and creativity provided by Publicis Dialog to our client through their wide-ranging knowledge base, purchasing standards and production marketing expertise."

"T-Mobile has been with Charterhouse for this time they have exceeded our expectations and their prices are very competitive. Due to the dynamic nature of our business Charterhouse is always left with the lead time to produce work and have never let us down."
Gary French, Creative Services Manager, T-Mobile UK

solution to each and every production need. Charterhouse has an extensive array of digital proofers, filmsetters and CTP systems in order to be able to manage any job it receives from a design house. When a file comes in from a client, our print management team will fight to get it approved the client's branding before progressing further. Nothing is left to chance. It also runs flat-bed proofing press, a good example of utilising old technology in a new way, to check colour on CTP plates. Many clients rely on it for quality checking all their work.

A great deal of time and investment has also been spent on bespoke MIS and e-management systems to track and record the progress of print jobs. Charterhouse totally believes in the value of electronic systems but also recognizes the importance of the human touch. MIS systems are not seen as a substitute for face-to-face interaction with its clients. It is a fantastic way of communicating with its clients on-site, but the personal touch is still the core principle at the heart of the way Charterhouse works.

Charterhouse has a full network of suppliers and prefers to work in partnership with these suppliers to achieve efficiencies, rather than using their purchasing muscle to force prices down. In a world where companies are aggressively seeking to reduce costs, improve processes, enhance quality and receive high levels of responsive service Charterhouse are perfectly positioned to deliver in a growing and demanding market.

www.charterhouseuk.com



Gary Mahoney, Managing Director



Эластичность предложения

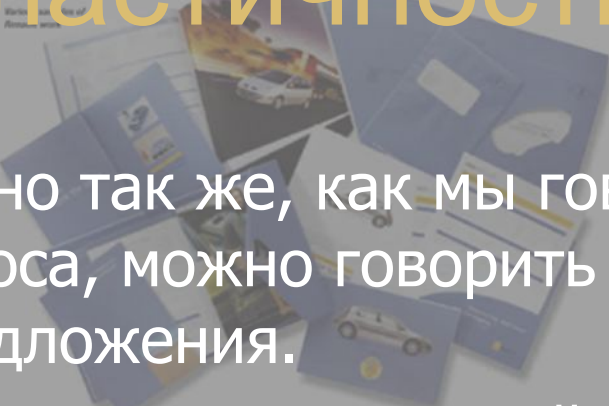
Charterhouse has grown to become a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and established a pedigree of print management with the aim to constantly exceed its clients' expectations.

Its aim is to lighten its clients' workload and reduce their cost. At the very first meeting it participates fully with its client's creative team. By understanding a client's business in its early stage Charterhouse can draw on its experience and expertise to develop the practical solutions to meet their needs.

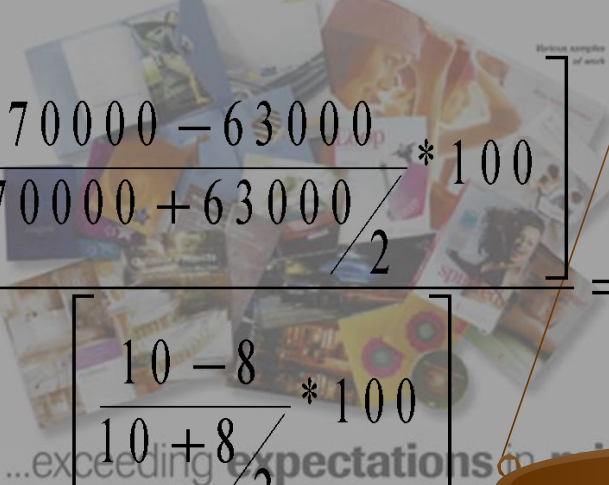
One of the keys to Charterhouse's success is the experience of its print professionals who can provide a personal service on-site so ensuring a quick response and guaranteed quality when it comes to print. Charterhouse is totally independent with no in-house press capacity of its own. This means they can select the best printer for the job, the one who fits the timelines and the right one for the budget. It also means that Charterhouse can get on with doing what it does best - controlling the quality of the process, managing the process from receipt to the delivery.

Ten years ago Managing director, Gary Mahoney, recognised that the market for print was changing and print management had emerged as the way forward. While in the early 1990s many companies were cutting back on their print buying departments to concentrate on their core activities, Charterhouse adapted to meet the needs for quality advice and professional guidance. Apart from the print management services, it also acts as a consultant to companies with needs for print related products.

One of the company's major strengths is that almost all its staff have a very strong manufacturing background and are all very aware of the strengths and weaknesses of each of the processes. They handle a huge variety of projects, including above-the-line advertising work, point of sale, direct mail, cardboard engineering and rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide



Charterhouse
maintain quality in a dynamic business environment requires a special skills-set. Charterhouse has developed an enviable reputation for its exceptional quality of work.

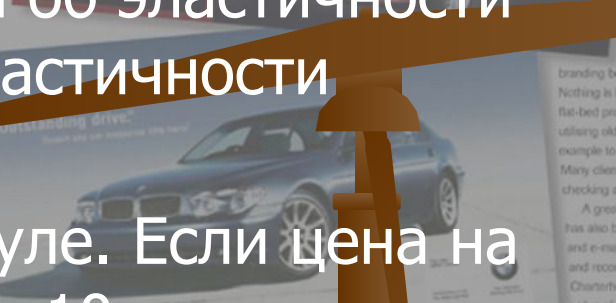
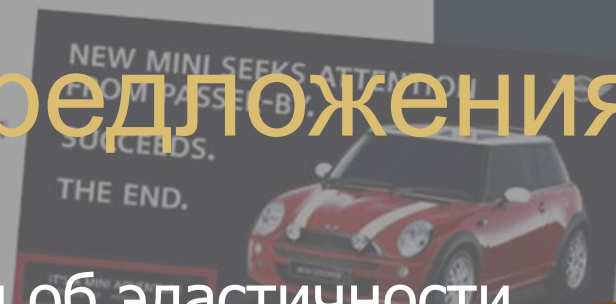


Точно так же, как мы говорим об эластичности спроса, можно говорить об эластичности предложения.

Вычисляется по схожей формуле. Если цена на билеты в кино меняется с 8 до 10 долл., что приводит к росту предложения с 63000 до 70000, то:

$$\eta = \left[\frac{70000 - 63000}{\frac{70000 + 63000}{2}} * 100 \right] = \left[\frac{7000}{66500} * 100 \right] = \frac{10,53}{22,22} = 0,47$$

$$\left[\frac{10 - 8}{\frac{10 + 8}{2}} * 100 \right]$$



solution to each and every production need. Charterhouse has an extensive array of digital proofers, filmsetters and ctp systems in order to be able to manage any job it receives from a design house. When a file comes in from a client, our print management department will fight to get it approved the client's branding before progressing further. Nothing is left to chance. It also runs flat-bed proofing press, a good example of utilising old technology in a new way, to check colour on CTP plates. Many clients rely on it for quality checking all their work.

A great deal of time and investment has also been spent on bespoke MIS and e-management systems to track and record the progress of print jobs. Charterhouse totally believes in the value of the personal touch. The human touch has been a key to its success as a substitute for face-to-face interaction with its clients. It is a fantastic way of communicating with the clients off-site, but the personal touch is still the core principle at the heart of the way Charterhouse works.

Charterhouse has a full network of suppliers and prefers to work in partnership with these suppliers to achieve efficiencies, rather than using their purchasing muscle to force prices down. In a world where companies are aggressively seeking to reduce cost, improve processes, enhance quality and receive high levels of responsive service Charterhouse are perfectly positioned to deliver to a growing and demanding market.

Charterhouse has a full network of suppliers and prefers to work in partnership with these suppliers to achieve efficiencies, rather than using their purchasing muscle to force prices down. In a world where companies are aggressively seeking to reduce cost, improve processes, enhance quality and receive high levels of responsive service Charterhouse are perfectly positioned to deliver to a growing and demanding market.

Charterhouse has a full network of suppliers and prefers to work in partnership with these suppliers to achieve efficiencies, rather than using their purchasing muscle to force prices down. In a world where companies are aggressively seeking to reduce cost, improve processes, enhance quality and receive high levels of responsive service Charterhouse are perfectly positioned to deliver to a growing and demanding market.



Рыночная цена

Charterhouse has grown into a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and established a pedigree of print management with the aim to constantly exceed its clients' expectations.

Its aim is to lighten its clients' workload and reduce their cost. From the very first meeting it participates fully with its client's creative team. By understanding a client's objectives at an early stage Charterhouse can draw on its experience and expertise to develop the practical solutions to meet their needs.

One of the keys to Charterhouse's success is the experienced team of print professionals who can provide a personal service on-site so ensuring a quick response and guaranteed results. And yet when it comes to print buying, Charterhouse is totally independent, with no in-house press capacity of its own.

This means they can select the right printer for the job, the right specialist that fits the timescales and the right cost for the budget. It also means that Charterhouse can get on with doing what it is good at, controlling the quality of the colour, and managing the process from inception to the delivery.

Ten years ago Managing director, Gary Mahoney, recognised that the market for print was changing and print management had emerged as the way forward. While in the early 1990s many companies were cutting back on their print buying departments to concentrate on their core activities, Charterhouse adapted to meet the needs for quality advice and professional guidance. Apart from the print management services, it also acts as a consultant to companies with needs for print related products.

One of the company's major strengths is that almost all of the account teams have a very strong print manufacturing background and are all very aware of the strengths and weaknesses of each of the processes. They handle a huge variety of projects, including above-the-line advertising work, point of sale, direct mail, cardboard engineering and rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide

Various samples of Renault work



Charterhouse

The growing demand to control print spending, cut lead times yet maintain quality in a dynamic business environment requires a special skill-set. Charterhouse has developed an enviable reputation for success in a demanding sector.



...exceeding expectations in print

Цена билета

16
15
14
13
12
11
10
9
8
7
6
5
4
3
2
1
0

0

10000

20000

30000

40000

50000

60000

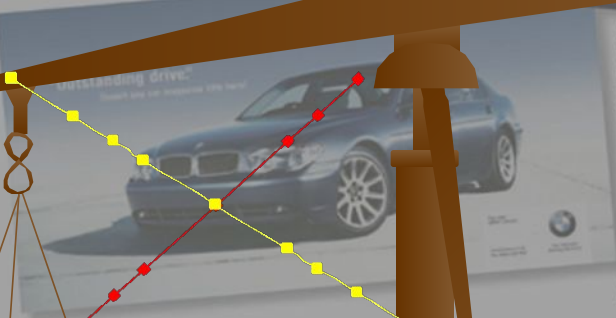
70000

80000

90000

100000

объем билетов в кино



solution to each and every production need. Charterhouse has an extensive array of digital proofers, filmsetters and ctp systems in order to be able to manage any job it receives from a design house. When a file comes in from a client, the

client will fight to get it and approve the client's branding before progressing further. Nothing is left to chance. It also runs flat-bed proofing press, a good example of utilising old technology in a new way, for example to check colour on CTP plates. Many clients rely on it for quality checking all their work.

A great deal of time and investment has also been spent on bespoke MIS and e-management systems to track and record the progress of print jobs. Charterhouse totally believes in the value of electronic systems, but also recognizes the importance of the human touch. MIS systems are not seen as a substitute for face-to-face interaction with its clients. It is a fantastic way of communicating with its clients off-site, but the personal touch is still the core principle at the heart of the way Charterhouse works.

Charterhouse has a full network of suppliers and prefers to work in partnership with these suppliers to achieve efficiencies, rather than using their purchasing muscle to force prices down.

In a world where companies are aggressively seeking to reduce cost, improve processes, enhance quality and receive high levels of responsive service Charterhouse are perfectly positioned to deliver. It is a growing and demanding market.

www.charterhouseuk.com



Gary Mahoney, Managing Director

"The appointment of Charterhouse as our print management company has enabled us to effectively control the cost of our in-store print."

Paul R Day, Production Controller, Wickes Marketing Department

"Charterhouse has made a valuable contribution to the service and creative environment by Publicis Dialog to our client base, providing a high standard of production and market research services. Their 'crowd' and 'client' deadlines are always met."

Helen Ridd, Head of Production, Publicis Dialog

"T-Mobile has been working with Charterhouse for over four years. The service they have provided us with has always exceeded our expectations and their prices are very competitive. Due to the dynamic nature of our business Charterhouse is always left with the least amount of time to produce work and have never let us down."

Paul French, Creative Services Manager, T-Mobile UK



Насколько цена рыночна

Charterhouse has grown into a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and established a pedigree of print management with the aim to consistently exceed its clients' expectations.

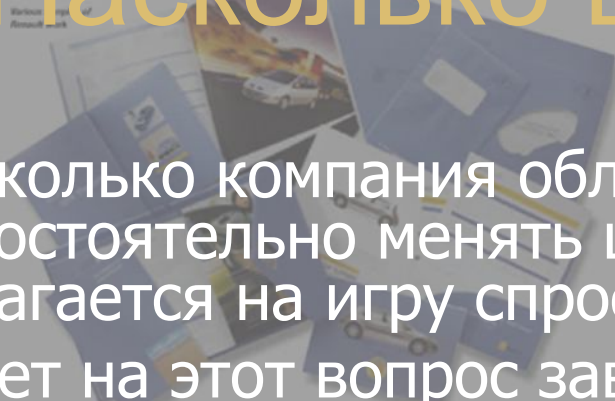
Its aim is to lighten the workload and reduce their cost. From the very first meeting it partners with its client's creative team to gain a deep understanding of a client's objectives at an early stage. Charterhouse's extensive experience and expertise allows it to offer practical solutions to meet the need.

One of the keys to Charterhouse's success is the experience of its professional staff who can provide a service on-site so ensuring a quick response and guaranteed results. And yet when it comes to print production, Charterhouse is totally independent, with no in-house press capacity of its own.

This means they can access the best printer for the job, the right one that fits the timelines and the budget. It also means that Charterhouse can get on with doing what it does best, controlling the quality of the process, managing the process from inception to the delivery.

Ten years ago Managing Director, Gary Mahoney, recognised that the market for print was changing and that print management had emerged as a new business. While in the early 1990s many companies were cutting back on their print buying departments, Charterhouse was on their feet, growing. Gary adapted to meet the needs of his clients, advice and professional services from the print management industry also acts, as a consultant to companies with needs for print related services.

One of the company's strengths is that almost all of the account teams have a very strong print background and are all well versed in the strengths and weaknesses of each of the processes. They handle a huge variety of projects, including above-the-line advertising work, point of sale, direct mail, cardboard engineering and rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide



Charterhouse
...exceeding expectations in print management



solution to each and every production need. Charterhouse has an extensive array of digital proofers, filmsetters and ctp systems in order to be able to manage any job it receives from a design house. When a file comes in from a client, the team will fight to get it approved the client's branding before progressing further. Nothing is left to chance. It also runs flat-bed proofing press, a good example of utilising old technology in a new way, for example to check colour on CTP plates.

A great deal of time and investment has also been spent on bespoke MIS and e-management systems to track and record the progress of print jobs. Charterhouse totally believes in the value of electronic systems, but also recognizes the importance of the human touch. MIS systems are not seen as a substitute for face-to-face interaction with clients. It's a fantastic way of working, but the personal touch is still the core principle at the heart of the way Charterhouse works.

Charterhouse has a full network of suppliers to work in partnership with these suppliers to achieve efficiencies, rather than using their purchasing muscle to force prices down.

In a world where companies are aggressively seeking to reduce costs, Charterhouse's cases, enhance quality and service. Charterhouse are perfectly positioned to deliver to a growing and demanding market.

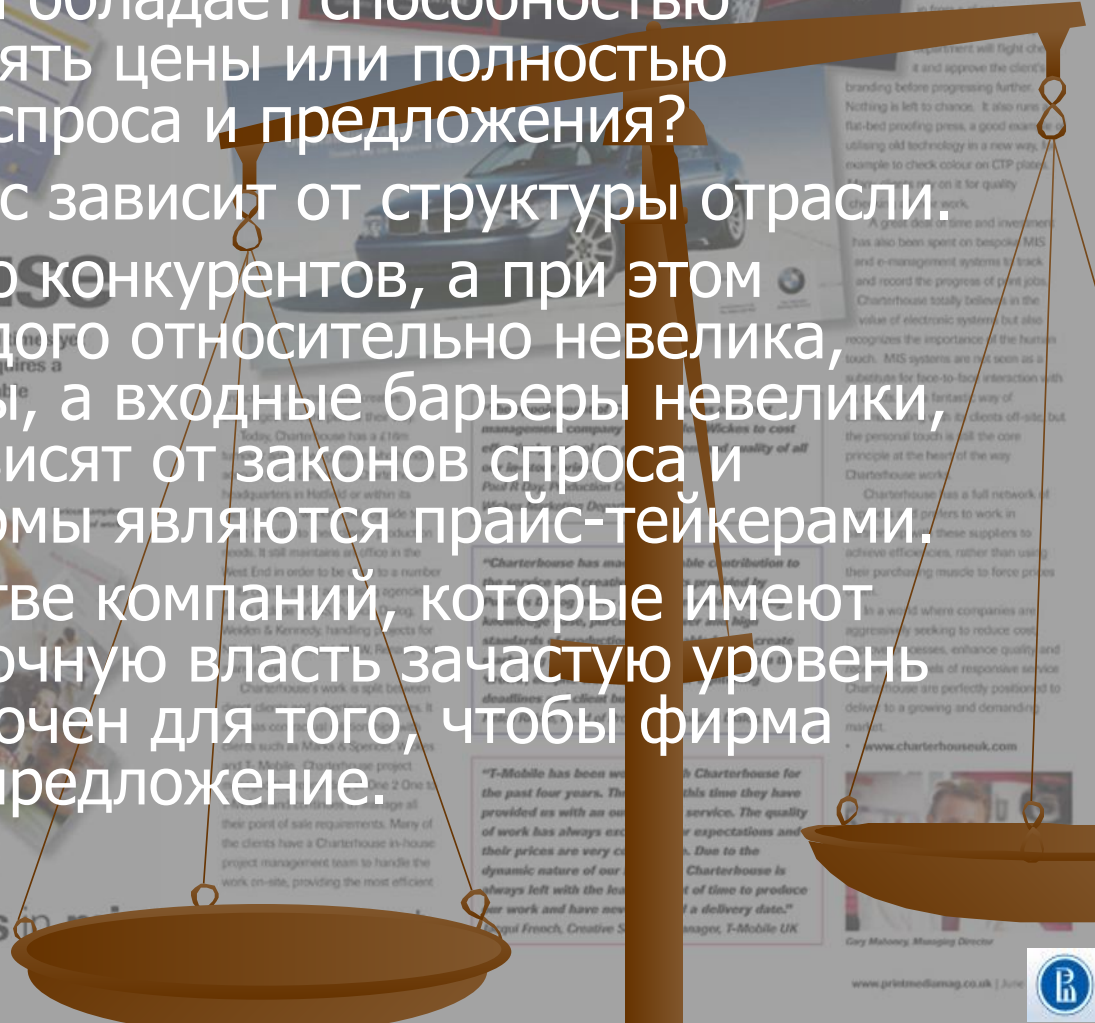
www.charterhouseuk.com

Charterhouse for this time they have service. The quality of service has always exceeded our expectations and their prices are very competitive. Due to the dynamic nature of our market, Charterhouse is always left with the time to produce a delivery date."



Gary Mahoney, Managing Director

Насколько компания обладает способностью самостоятельно менять цены или полностью полагается на игру спроса и предложения? Ответ на этот вопрос зависит от структуры отрасли. В отрасли, где много конкурентов, а при этом рыночная доля каждого относительно невелика, продукты идентичны, а входные барьеры невелики, цены полностью зависят от законов спроса и предложения, а фирмы являются прайс-тейкерами. Однако в большинстве компаний, которые имеют более высокую рыночную власть зачастую уровень конкуренции достаточен для того, чтобы фирма учитывала спрос и предложение.



Изменения спроса

Под воздействием разных факторов, влияющих на спрос (доходы, цена на товар-заменитель) объем спроса может меняться, и тогда кривая смещается. Если спрос увеличивается – вправо. Если уменьшается – влево.

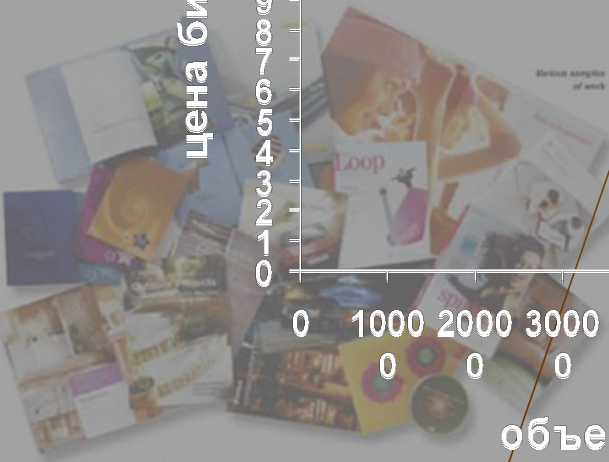
Charterhouse

The growing demand for cost-effective print spending, cut lead times yet maintain quality in a demanding business environment requires a special skills-set. Charterhouse has developed an enviable reputation for success in a demanding sector.

Цена билета



объем билетов в кино



Charterhouse has grown into a major force at the cutting edge of print management leading the way forward with new ideas and initiatives. For many years now a long list of blue-chip clients has established a pedigree of print management with the company exceeding its clients' expectations.

Its aim is to lighten its clients' workload and reduce their costs. Its very first meeting it presents to its client's creative team. By understanding a client's needs at an early stage Charterhouse can draw on its experience and expertise to develop the practical solutions to meet their needs.

One of the keys to Charterhouse's success is the experienced team of print professionals who can provide a personal service on-site so ensuring a quick response and guaranteed results. And yet when it comes to print buying, Charterhouse is totally independent, with no in-house press capacity of its own.

This means that Charterhouse can get on with doing what it is good at, controlling the quality of the colour, and managing the process from inception to the delivery.

Ten years ago Managing director, Gary Mahoney, recognised that the market for print was changing and print management had emerged as the way forward. While in the early 1990s many companies were cutting back on their print buying departments to concentrate on their core activities, Charterhouse adapted to meet the needs for quality advice and professional guidance. Apart from the print management services, it also acts as a consultant to companies with needs for print related products.

One of the company's major strengths is that almost all of the account teams have a very strong print manufacturing background and are all very aware of the strengths and weaknesses of each of the processes. They handle a huge variety of projects, including above-the-line advertising work, point of sale, direct mail, cardboard engineering and rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide

...exceeding expectations in print management.

NEW MINI SEEKS ATTENTION FROM PASSENGER. SUCCEEDS.

THE END OF THE ADVENTURE

"Understanding Drive"

"The appointment of Charterhouse as our print management company effectively covered the cost of our in-store print."

"Charterhouse has made a valuable contribution to the service and creativity provided by Publicis Dialog to our client's knowledge base, purchasing standards of production marketing and design deadlines and client briefs."

solution to each and every production need. Charterhouse has an extensive array of digital filters and suppliers in order to be able to manage any job it receives from a design house. When a file comes in from

management will fight to get it approved the client's branding before progressing further. Nothing is left to chance. It also runs flat-bed proofing press, a good example of utilising old technology in a new way, example to check colour on CTP plates. Many clients rely on it for quality checking all their work.

A great deal of time and investment has also been spent on bespoke MIS and e-management systems to track and record the progress of print jobs. Charterhouse totally believes in the value of electronic systems, but also recognizes the importance of the human touch. MIS systems are not seen as a substitute for face-to-face interaction with its clients. It is a fantastic way of communicating with its clients off-site, but the personal touch is still the core principle at the heart of the way Charterhouse works.

Charterhouse has a full network of suppliers and prefers to work in partnership with these suppliers to achieve efficiencies, rather than using their purchasing muscle to force prices down.

In a world where companies are aggressively seeking to reduce costs, improve processes, enhance quality and receive high levels of responsive service Charterhouse are perfectly positioned to deliver to a growing and demanding market.

www.charterhouseuk.com

Charterhouse for the time they have provided us with service. The quality of work has always exceeded our expectations and their prices are very competitive. Due to the Charterhouse is always left with the time to produce a delivery date."

Gary Mahoney, Managing Director

www.printmediamag.co.uk | June



Изменение спроса и справедливая цена

Изменение спроса влечет за собой изменение справедливой (равновесной) цены.



Charterhouse has grown into a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and established a pedigree of print management with the aim to constantly exceed its clients' expectations.

Its aim is to lighten the client's workload, reduce their costs and ensure that at every first meeting it participates fully with its client's creative team. By understanding a client's objectives at an early stage Charterhouse can draw on its experience and expertise to offer practical solutions to meet their needs.

One of the keys to Charterhouse's success is the experienced team of print professionals who can provide a personal service on-site so ensuring a quick response and guaranteed results. And yet when it comes to print buying, Charterhouse is totally independent, with no in-house press capacity of its own. This means they can select the right printer for the job, the right specialist that fits the timescales and the right cost for the budget. It also means that Charterhouse can get on with doing what it is good at, controlling the quality of the colour, and managing the process from inception to the delivery.

Ten years ago Managing director, Gary Mahoney, recognised that the market for print was changing and print management had emerged as the way forward. While in the early 1990s many companies were cutting back on their print buying departments to concentrate on their core activities, Charterhouse adapted to meet the needs for quality advice and professional guidance. Apart from the print management services, it also acts as a consultant to companies with needs for print related products.

One of the company's major strengths is that almost all of the account teams have a very strong print manufacturing background and are all very aware of the strengths and weaknesses of each of the processes. They handle a huge variety of projects, including above-the-line advertising work, point of sale, direct mail, cardboard engineering and rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide

Various samples of Renault work

Right and below: Outdoor posters

Charterhouse

The growing demand to control print spending, cut lead times yet maintain quality in a dynamic business environment requires a special skills-set. Charterhouse has developed an enviable reputation for success in a demanding sector.



...exceeding expectations on...

proactive solutions to any creative challenges that are placed their way.

Today, Charterhouse has a £18m turnover and growing teams who handle account work, either from Charterhouse's headquarters in Hatfield or within client's offices, working alongside to react instantly to their clients' production needs. It still maintains an office in the West End in order to be close to a number of its clients' major advertising agencies, which include WORS, Public Dialog, McCann & Kennedy, handling projects for Nike, Honda, Camelot, BMW, Renault and many more.

Charterhouse's work is split between direct clients and advertising agencies. It now has contractual relationships with clients such as Marks & Spencer, Wines and Mobile. Customers who project managed the rebranding of One 2 One T-Mobile and continue to manage all the rest of sale related work. Many of these clients have a Charterhouse in-house print management team to handle the workload, providing a more efficient

"The appointment of Charterhouse as our print management company has effectively control the cost of our business print."
Paul R Day, Production Controller, Wicks Marketing

"Charterhouse has made a valuable contribution to the service and creativity provided by Publicis Dialog to our client who's ranging knowledge base, purchasing standards and production marketing standards are among the 'crowd', demanding tight deadlines and client briefs."
Helen Riddle, Head of Production, Publicis Dialog.

"T-Mobile has been with Charterhouse for this time they have provided us with an excellent service. The quality of work has exceeded our expectations. Due to the dynamic nature of our business Charterhouse always left us the time to provide a delivery date that we could manage. T-Mobile UK

solution to each and every production need. Charterhouse has an extensive array of digital proofers, filmsters and ctp systems in order to be able to manage any job it receives from a design house. When a file comes in, Charterhouse will fight the client and approve the client's branding before progressing further. Nothing is left to chance. It also runs flat-bed proofing press, a good example of utilising old technology in a new way, example to check colour on CTP plates. Many clients rely on it for quality checking all their work.

A great deal of time and investment has also been spent on bespoke MIS and e-management systems to track and record the progress of print jobs. Charterhouse totally believes in the value of electronic systems, but also recognizes the importance of the human touch. MIS systems are not seen as a substitute for face-to-face interaction with its clients. It is a fantastic way of communicating with its clients off-site, but the personal touch is still the core principle at the heart of the way Charterhouse works.

Charterhouse has a full network of suppliers and prefers to work in partnership with these suppliers to achieve efficiencies, rather than using their purchasing muscle to force prices down. In a world where companies are aggressively seeking to reduce costs, improve processes, enhance quality and receive high levels of responsive service Charterhouse are perfectly positioned to meet a growing and demanding market.

www.charterhouseuk.com



Причины изменения спроса

Charterhouse has grown into a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip clients and established a pedigree of print management with the aim to constantly exceed its clients' expectations.

Its aim is to lighten the workload and reduce the very first meeting it pours its client's creative team, understanding a client's early stage Charterhouse can draw on its experience and expertise to provide practical solutions to meet their needs.

One of the keys to Charterhouse's success is the experience of the professionals who can provide a personal service on-site to ensure a fast response and guaranteed results. And yet when it comes to print Charterhouse is totally in tune with no in-house press capacity of its own.

This means they can see the printer for the job, the right one for the timescale and the budget. It also means they can get on with doing what is good at controlling the quality of managing a process from the delivery.

Ten years ago Maura Mahoney recognized that the market for print was changing and management had emerged forward. While in the early 1990s companies were cutting their print buying departments to concentrate on their core activities, Charterhouse adapted to meet the need for advice and professional guidance. Apart from the print management also acts as a consultant to clients with needs for print related products.

One of Charterhouse's strengths is that almost all of the staff have a very strong print background and are all well versed in the strengths and weaknesses of each of the processes. They handle projects, including above the line advertising work, point of sale, direct mail, cardboard engineering and rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide

Изменения цен на товары-субституты (товары-заменители) прямо пропорциональны изменению спроса. Вспомним наш пример с Таймс и Индепендент. Снижение цены на Таймс с 45 пенсов до 30 пенсов привело к снижению тиража Индепендент с 360000 до 240000 (что автоматически повлияло на равновесную цену, которая должна была снизиться).

Изменения цен на комплементарные товары обратно пропорциональны. К примеру, повышение цен на телевизионные приемники приведет к падению спроса на просмотр ТВ.

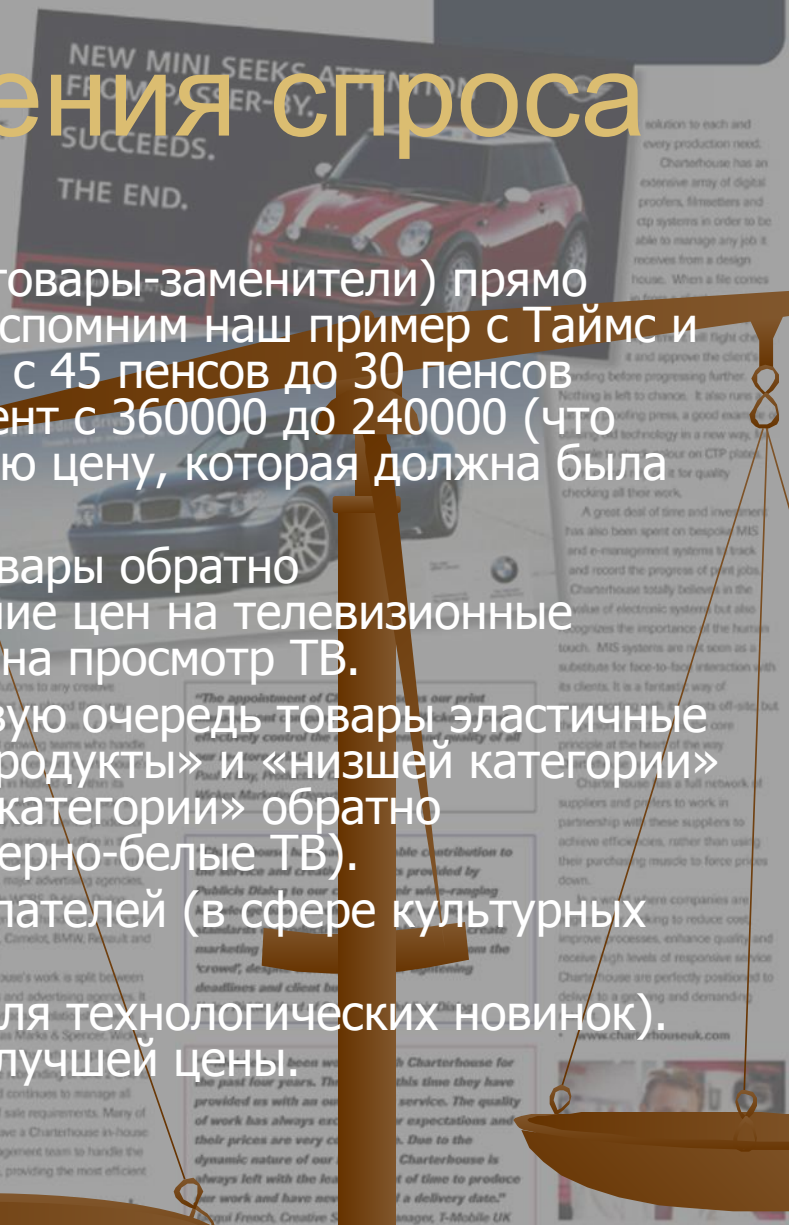
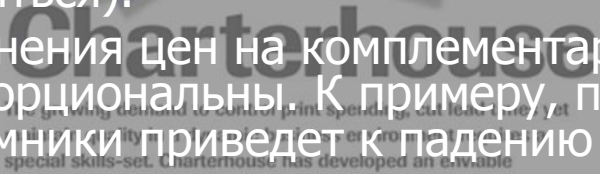
Изменение доходов. Затрагивает в первую очередь товары эластичные по цене. Разделение на «нормальные продукты» и «низшей категории» продукты. Спрос на продукты «низшей категории» обратно пропорционален доходам (к примеру, черно-белые ТВ).

Увеличение числа потенциальных покупателей (в сфере культурных продуктов – Индия и Китай).

Ожидания будущей цены (характерно для технологических новинок).

Отложить покупку I-Phone в ожидании лучшей цены.

Наконец, банальные вкусы.



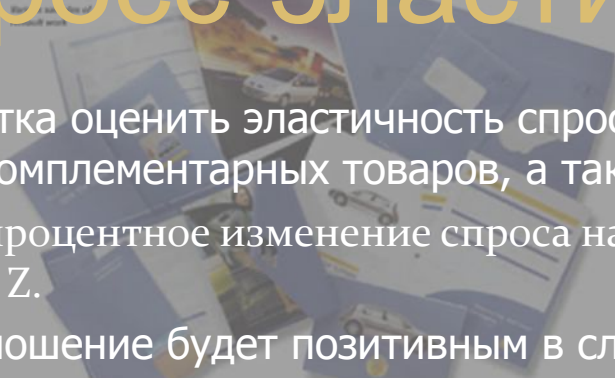
Кросс-эластичность спроса

Charterhouse has grown into a major force at the cutting edge of print management leading the way forward with its ideas and initiatives. For many years it has dealt with a long list of blue-chip established pedigree clients with management with the aim to constantly exceed its clients' expectations. Its aim is to lighten its clients' workload and reduce their cost. From the very first meeting it partners fully with its client's creative team to gain a full understanding of a client's objectives at an early stage. Charterhouse's experience and expertise is used to develop the practical solutions to meet their needs.

One of the keys to Charterhouse's success is the experience of its print professionals who can provide a personal service on-site so ensure a prompt response and guaranteed results. And yet when it comes to print production, Charterhouse is totally in-house with no in-house press capacity of its own. This means they can access the best printer for the job, the right equipment for the timescales and the right price for the budget. It also means they can get on with doing what they do best - controlling the quality of the colour, and managing the process from design to the delivery.

Ten years ago Managing Director, Gary Mahoney, recognised that the print was changing and print management had emerged as the way forward. While in the early 1990s many companies were cutting back on their print buying departments to concentrate on their core activities, Charterhouse adopted to meet the needs for quality advice and professional guidance. Apart from the print management services, it also acts as a consultant to companies with needs for print related products.

One of the company's major strengths is that almost all of the account teams have a very strong print manufacturing background and are all very aware of the strengths and weaknesses of the various processes. They handle a wide variety of projects, including above-the-line advertising work, point of sale, direct mail, cardboard engineering and rebranding projects with a fine appreciation for the technical side of printing. Above all they can provide



Charterhouse
maintain quality in a dynamic business environment requires a reputation for success in demanding sectors.

Попытка оценить эластичность спроса через эластичность товаров-субститутов или комплементарных товаров, а также на основе оценки доходов.

η_{xz} = процентное изменение спроса на товар X / процентное изменение цены на товар Z.

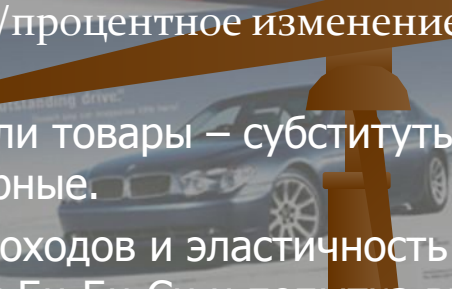
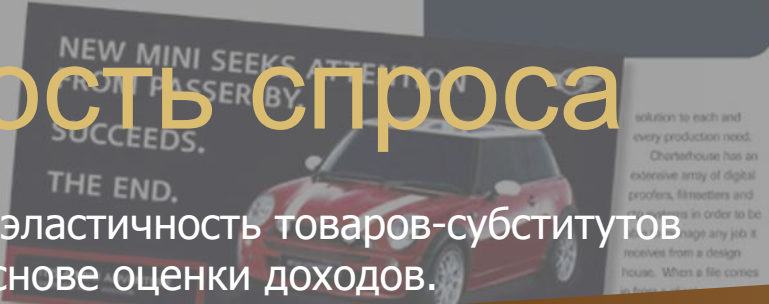
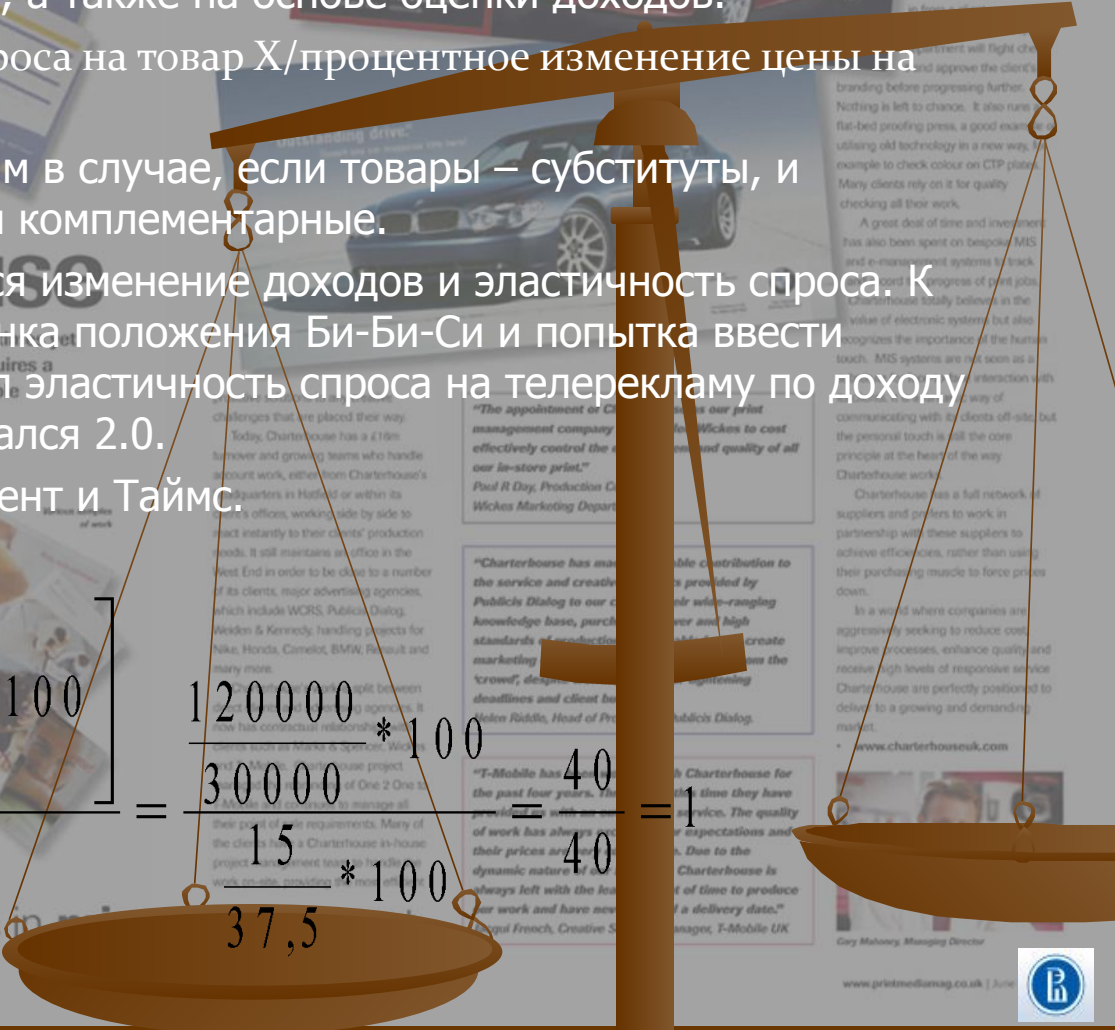
Соотношение будет позитивным в случае, если товары – субституты, и негативным в случае, если они комплементарные.

По такой же модели измеряется изменение доходов и эластичность спроса. К примеру, комитет Пикока (оценка положения Би-Би-Си и попытка ввести рекламу) в 1986 году вычислил эластичность спроса на телерекламу по доходу населения. Коэффициент оказался 2.0.

Вернемся к примеру Индепендент и Таймс.

$$\eta = \left[\frac{360000 - 240000}{360000 + 240000} \cdot 100 \right] = \frac{120000}{300000} \cdot 100 = 40$$

$$\eta = \left[\frac{45 - 30}{30 + 45} \cdot 100 \right] = \frac{15}{37,5} \cdot 100 = 40$$



solution to each and every production need. Charterhouse has an extensive array of digital proofers, filmsetters and reproducers in order to be able to manage any job it receives from a design house. When a file comes in from a client will fight the client and approve the client's branding before progressing further. Nothing is left to chance. It also runs flat-bed proofing press, a good example of utilising old technology in a new way, example to check colour on CTP plate. Many clients rely on it for quality checking all their work.

A great deal of time and investment has also been spent on bespoke MIS and e-management systems to track the progress of print jobs. Charterhouse totally believes in the value of electronic systems, but also recognizes the importance of the human touch. MIS systems are not seen as a barrier to interaction with clients. The way of communicating with the clients on-site, but the personal touch is still the core principle at the heart of the way Charterhouse works.

Charterhouse has a full network of suppliers and prefers to work in partnership with these suppliers to achieve efficiencies, rather than using their purchasing muscle to force prices down. In a world where companies are aggressively seeking to reduce costs, improve processes, enhance quality and receive high levels of responsive service Charterhouse are perfectly positioned to deliver in a growing and demanding market.

Charterhouse has made a significant contribution to the service and creativity provided by our client who-rangin' knowledge base, purchasing standards of production from the 'crowd', design deadlines and client briefs. Brian Riddle, Head of Publicis Dialog.

T-Mobile has been with Charterhouse for the past four years. The quality of work has always exceeded our expectations and their prices are very competitive. Due to the Charterhouse is always left with the time to produce a delivery date." Gary French, Creative Manager, T-Mobile UK

Gary Mahoney, Managing Director

