



# Reinvention of company

Ilona Michalkiewicz

Agnieszka Buczek

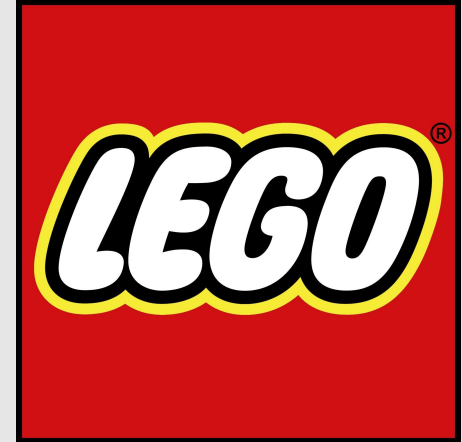
# Presentation agenda

1. Company overview
2. 'Lego' profile
3. Past and the reasons for change
4. Changes and their results
5. Summing-up



# Presentation agenda

1. Company overview
2. 'Lego' profile
3. Past and the reasons for change
4. Changes and their results
5. Summing-up





How many Lego bricks exist in the  
world?

86

# Basic information

- Danish family-owned company
- Founded on August 10, 1932 by Ole Kirk Christiansen
- One of the world's largest manufacturers of toys
- Motto: 'Only the best is good enough'



# Presentation agenda

1. Company overview
2. 'Lego' profile
3. Past and the reasons for change
4. Changes and their results
5. Summing-up





*'LEGO' = 'LEG' + 'GODT'*





# Logos and slogans of company

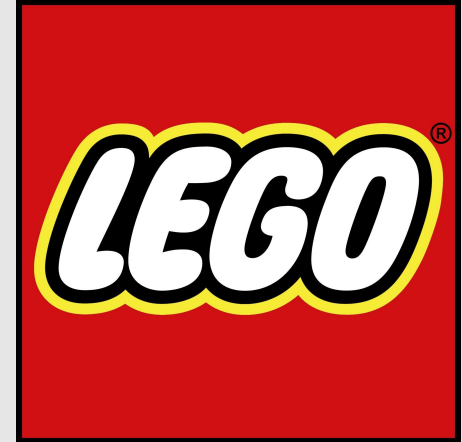
- The bright colors attract the eye of young customers
- The brick-shape tells customers about simplicity their toys
- 'Just Imagine...' & 'Play On'



- Trzeba dodać o marketingu i image of company (what the company wants to be seen as today also its position in the market, its brands, its assets its financial strength etc.)

# Presentation agenda

1. Company overview
2. 'Lego' profile
3. Past and the reasons for change
4. Changes and their results
5. Summing-up





Tu trzeba dodać jakiś slajd,  
nie wiem co, bo dużo tekstu  
mimo skrócenia

- Do tekstu na pomarańczowo z sekcji 3

# Problems brought by changing market

- The change of children preferences
- The expansion of Chinese toy manufacturers
- Outdatedness of supply chain by more than a decade.



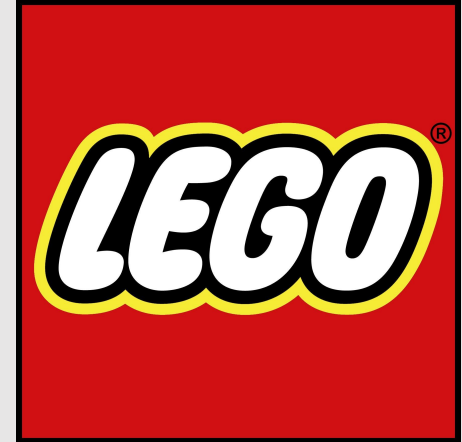


# LEGO's opportunities across functional and process areas

- Product Development
- Sourcing and Procurement
- Manufacturing
- Logistics

# Presentation agenda

1. Company overview
2. 'Lego' profile
3. Past and the reasons for change
- 4. Changes and their results**
5. Summing-up



# The key changes to the supply chain

- Simplification
- Sourcing
- Rethinking Quality
- Manufacturing
- Logistics





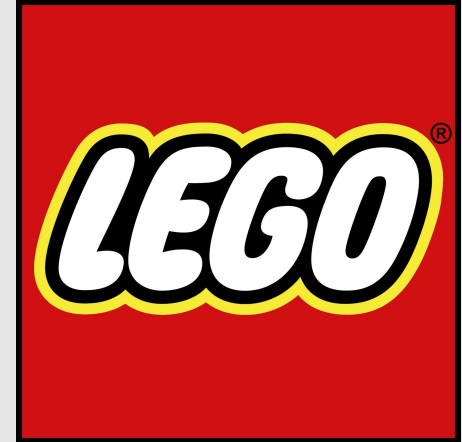
# Results of supply chain transformation

- The achievement of profit in 2005 for the first time since 2002
- Savings more about \$100 million
- Improvement of inventory turns by at least 12%
- Increase international competitiveness



# Presentation agenda

1. Company overview
2. 'Lego' profile
3. Past and the reasons for change
4. Changes and their results
5. **Summing-up**



# New business challenge

*'Getting the right product to the right place at the right time at the right cost was an important early step in grappling with an array of strategic challenges'*

Thank you for your attention

