



Reinvention of company

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Presentation agenda

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



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**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'



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'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.)

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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

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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



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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

