

استراتژی برای پروژه

دکتر سیامک حاجی یخچالی

عضو هیئت علمی دانشکده فنی دانشگاه تهران



www.DrHajiYakhchali.com



ARTICLE

Rivals can easily copy
your improvements
in quality and efficiency.

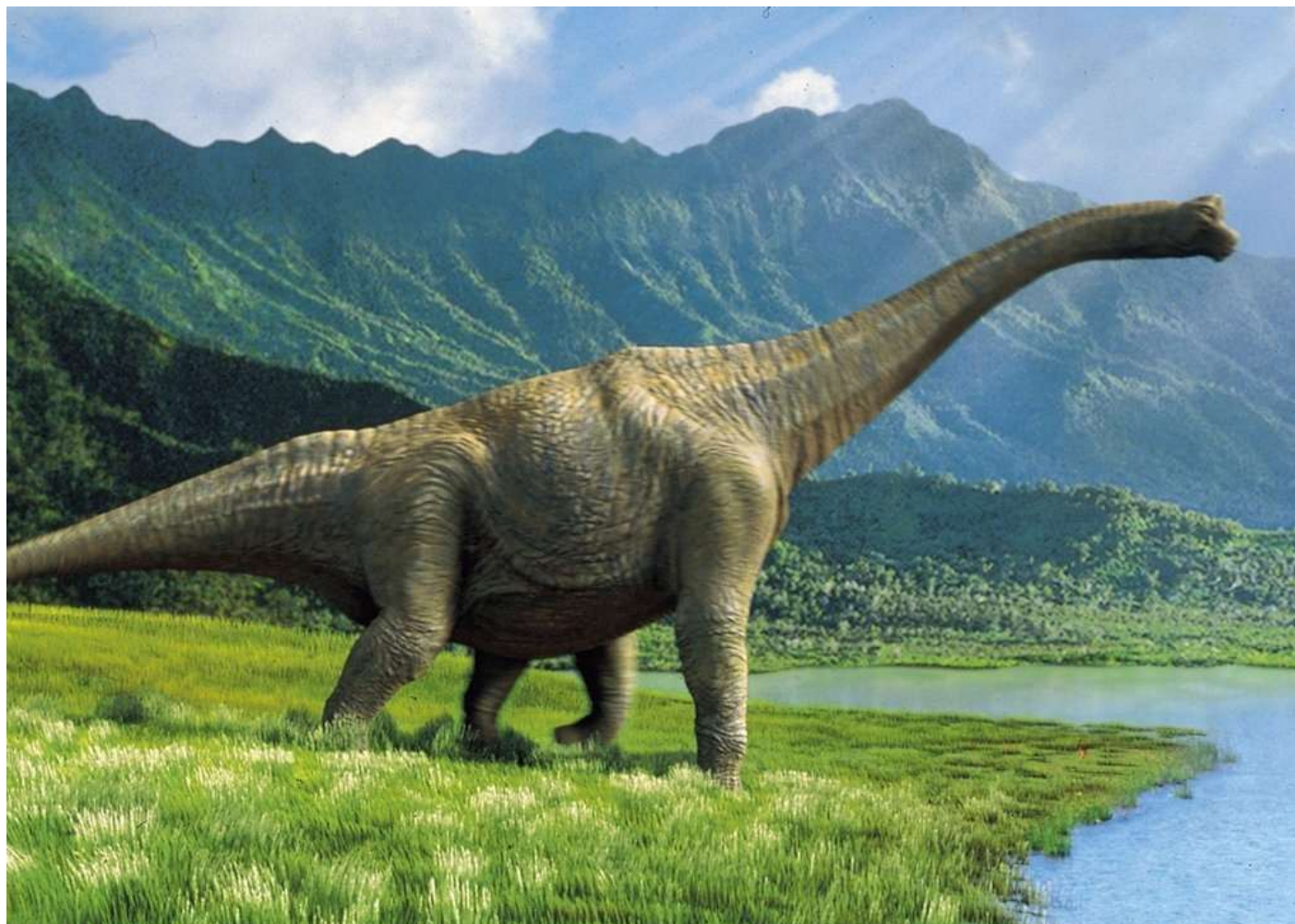
But they shouldn't be
able to copy your strategic
positioning—what
distinguishes your company
from all the rest.

*New sections to
guide you through
the article:*

- *The Idea in Brief*
- *The Idea at Work*
- *Exploring Further . . .*

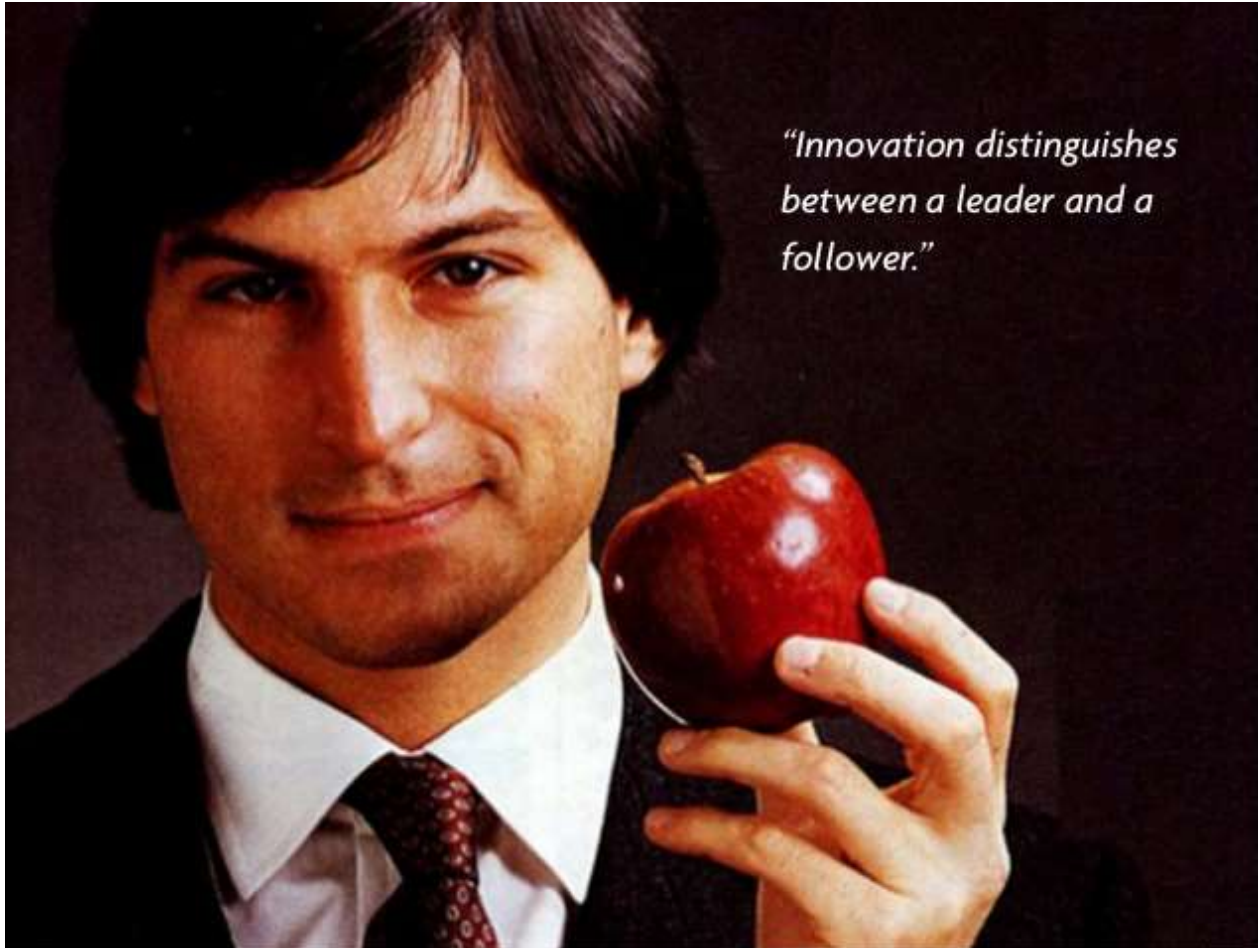
What Is Strategy?

by Michael E. Porter



Steve Jobs

1955-2011



*"Innovation distinguishes
between a leader and a
follower."*



کسب و کارهای آینده







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Grocery, Health & Beauty

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> Full Store Directory

The All-New Kindle Family



kindle fire HD 8.9"
4G LTE \$499



kindle fire HD
\$199



kindle paperwhite
\$119

More Items to Consider

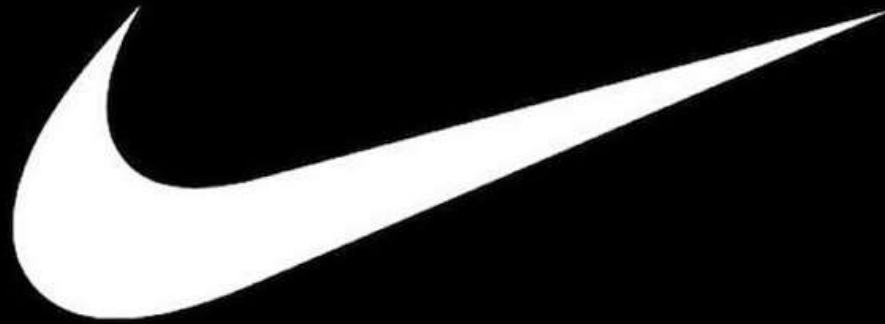
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حمید و سعید محمدی فراتر از دو برادر، شریک یا حتی مدیر هست **Saten.ir**



JUST DO IT.

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NIKE RUNNING

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FIND YOUR PERFECT SHOE

Every running shoe is designed with a specific type of runner in mind. Help us find the best selection of running shoes for you.

GET STARTED

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PLEASE SELECT YOUR

GENDER

MALE

FEMALE

STEP 1
GENDER

STEP 2
SURFACE

STEP 3
YOUR ARCH

STEP 4
YOUR STRIDE

STEP 5
RESULTS

SHOE FINDER

Feedback



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TAKE A CLOSER LOOK AT YOUR

STRIDE

OVERPRONATION

NEUTRAL

UNDERPRONATION

HOW DO I CHECK?

Neutral

If your foot and ankle stay nicely aligned and there's no excessive side-to-side rolling as you run, you're a neutral runner. More than 55% of all runners fall into this category.

DON'T KNOW?

GENDER
MALE

SURFACE
ROAD

YOUR ARCH
MEDIUM

STEP 4
YOUR STRIDE

STEP 3
RESULTS

SHOE FINDER

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DETERMINE THE SIZE OF YOUR ARCH

LOW MEDIUM HIGH

A medium arch distributes pressure evenly across the forefoot, midfoot and outer arch.

HOW DO I CHOOSE?

DON'T KNOW?

SENIOR MALE

SURFACE ROAD

STEP 1: YOUR ARCH

STEP 2: YOUR STROKE

STEP 3: RESULTS

SHOE FINDER

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HERE IS YOUR

RECOMMENDATION

NIKE LUNARGLIDE+

BUY PRINT

RESULTS: 6 Shoes

-
-
-
-
-

START OVER

GENDER: MALE

SURFACE: ROAD

YOUR ARCH: MEDIUM

YOUR STRIDE: NEUTRAL

Shoe Profile

Your selections indicate you're a runner who would benefit from the shock absorption and comfort of a

SEARCH

SHOP

Shoe Finder

Men

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Nike+

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LOGIN

Men's Cushioning Running Shoes

FILTER PRODUCTS BY:

Model Size Width Color Collections Athlete

Sort by: FEATURED NEWEST RATING PRICE HIGH

61 ITEMS 1 2

Nike Air Max+ 2009 Men's Running Shoe

\$160.00

★★★★★



Nike LunarGlide+ Shoe

\$100.00

★★★★★



Nike Shox Turbo+ 10 Men's Running Shoe

\$180.00

★★★★★



LIVESTRONG Air Max+ 2009 Men's Running Shoe

\$160.00

★★★★★



Nike Shox Turbo+ VIID Men's Running Shoe

\$130.00

★★★★★



Nike Air Max Tailwind+ 2 Men's Running Shoe

\$100.00

★★★★★



Nike Air Max+ 2009 iD Men's Running Shoe

\$185.00

★★★★★



Nike Zoom Vomero+ 4 Men's Running Shoe

\$180.00

★★★★★



LIVESTRONG Tailwind+ Men's

CUSTOMIZE WITH NIKEiD

LIVESTRONG Zoom Vomero+ 4

CUSTOMIZE WITH NIKEiD

Nike Shox Turbo+ iD Men's Running

CUSTOMIZE WITH NIKEiD

Nike Air Pegasus+ 25 Men's Running

CUSTOMIZE WITH NIKEiD

Black

Blue

Green

Grey

Red

Silver

White

Customize with NIKEiD

Feedback

Internet | Protected Mode: On

100%

HOME > RUNNING > NIKE SHOX COGNESCENTI ID - MEN'S > BUILD

START OVER

NIKE SHOX COGNESCENTI ID
USD 110.00



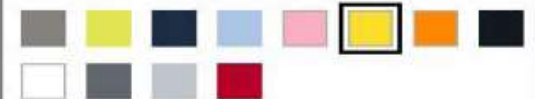
1. START DONE

2. DESIGN DONE

Base Color



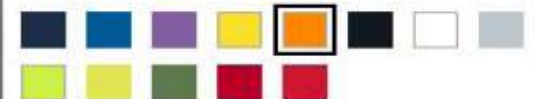
Quarter Color



Accent Color



Swoosh Color



Lace Color



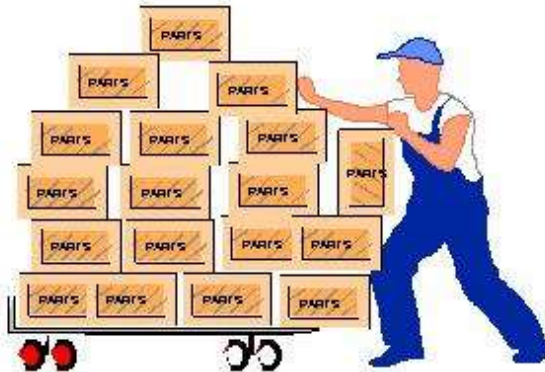
3. PERSONALIZE 0 of 3

4. REVIEW

- Models for men's sports shoes = 9.
- *Number of different options for:*
 - Base = 8
 - Quarter = 13
 - Accent = 13
 - Swoosh = 13
 - Lace = 14
 - Midsole = 4
 - Plate = 5
 - Shox = 9
 - ID = 9
 - An optional 8 Character ID ... "Name/Phrase"
- Total Number of Combinations = **5,580,731,520!**
- Delivery time is a few weeks.
- Price is slightly higher than regular price.

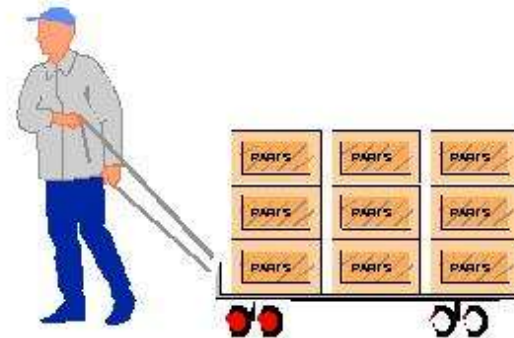
Push vs. Pull

**Make all we can
just in case.**



- Production Approximation
- Anticipated Usage's
- Large Lots
- High Inventories
- Waste
- Management by Firefighting
- Poor Communication

**Make what's needed
when we need it**



- Production Precision
- Actual Consumption
- Small Lots
- Low Inventories
- Waste Reduction
- Management by Sight
- Better Communication

FMS



AGV





Google

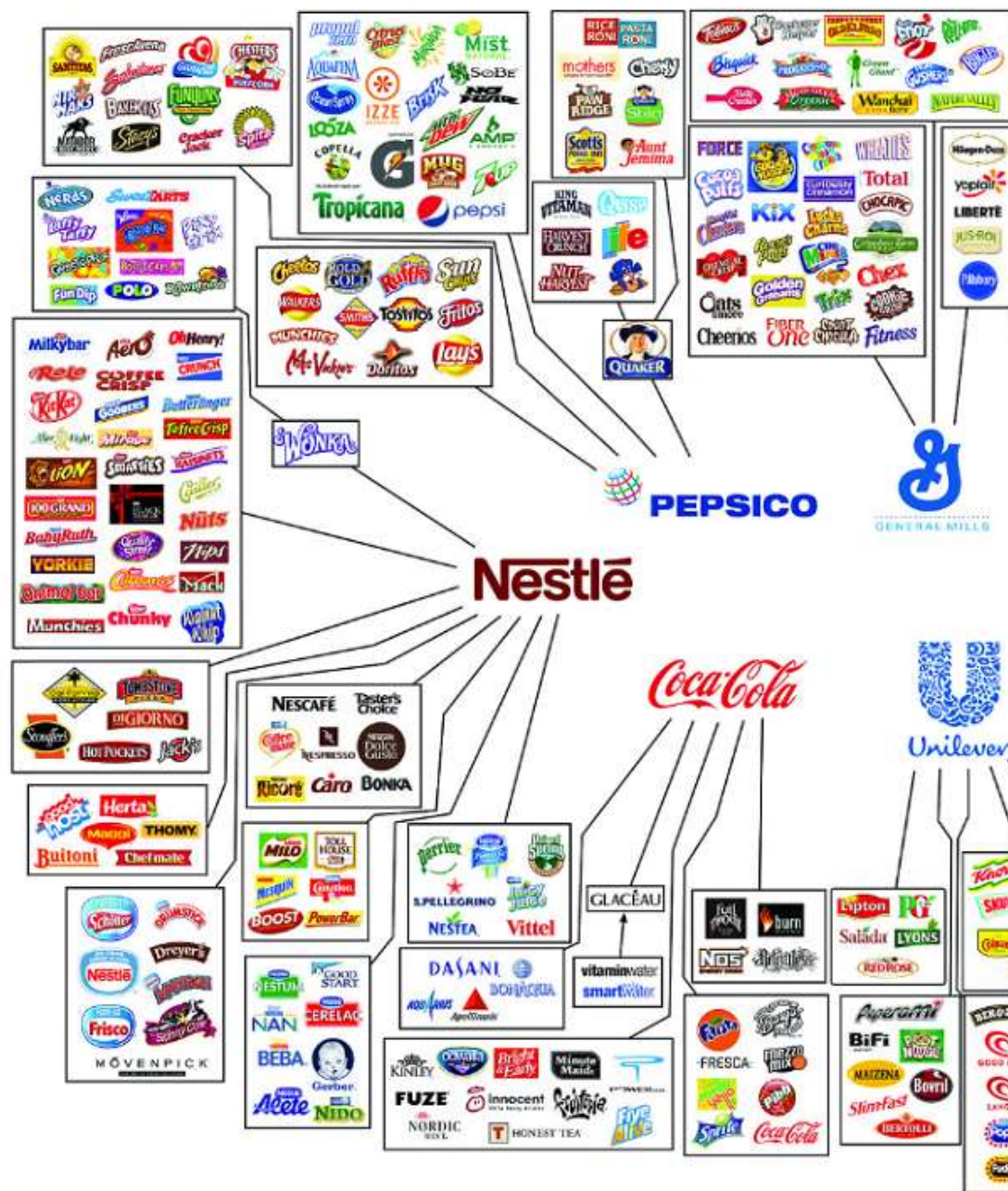
Google Bicycle Film



amazon[®]

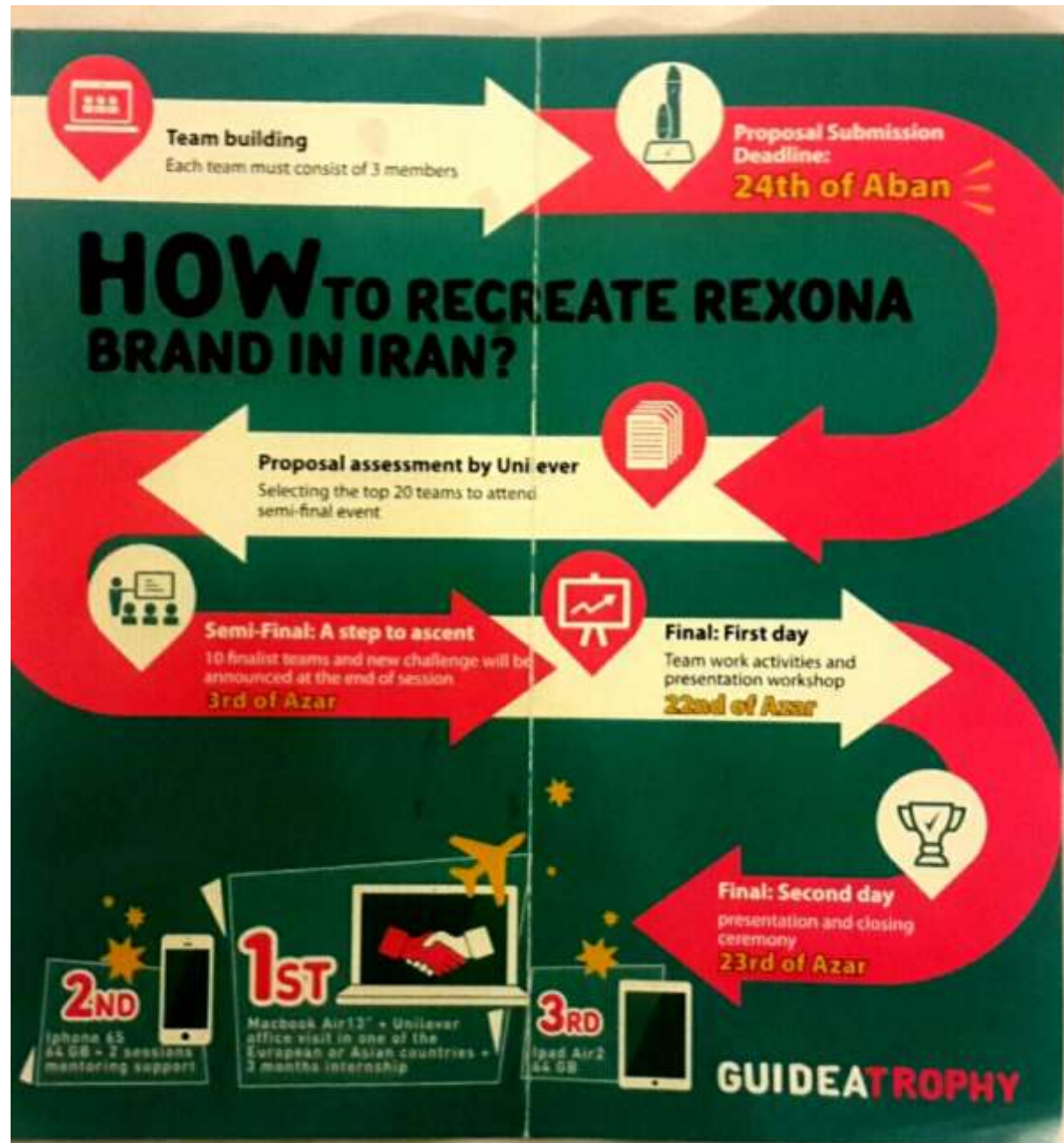






Unilever products





ABOUT UNILEVER

On any given day, 2 billion people use Unilever products to look good, feel good and get more out of life – giving us a unique opportunity to build a brighter future.

Unilever has been in business since the 1880s. Our unique heritage shapes the way we do business today.

**No.1 FMCG employer of choice
among students at our target
universities in 34 countries
including Iran**

13 brands have sales of more than 1€ billion a year

WHAT MAKES US DIFFERENT

Small People
Small People

STUDENTS AND TEACHERS

9780130352365

UNIVERSITY
OF CALIFORNIA
LIBRARY



**BRIGHT FUTURE
MADE BY YOU**

What is Ideatrophy?

WELCOME TO **IDEATROPHY** **SECOND**

Ideatrophy is an opportunity for you to show your knowledge, skills and talents, and a chance to shine. Ideatrophy is an **international project** originated from Unilever. Many countries have participated in this competition and **it is going to happen in Iran for the second time.**

Register at **WWW.IDEATROPHY.IR**
and receive a registration code



- unileverusa.it
- unileverusa.com
- hr-care@unileverusa.com
- linkedin.com/company/unileverusa
- telegram.me/unileverusaofficial
- instagram.com/unileverusa

The screenshot displays the IdeatrophY website interface. The browser's address bar shows 'www.ideatrophY.ir'. The website features a navigation bar with links: 'Rexona Case Download', 'Registration', 'Case Submit', and 'News'. A sidebar on the left contains a menu with items: 'What is IdeatrophY?', 'We definitely look for', 'How to become a Winner?', 'GuideatrophY', 'Official rules', 'Calendar', 'Awards', 'Moments', and 'FAQ'. The main content area is titled 'Welcome to IdeatrophY challenge!' and includes a paragraph about the challenge's purpose and structure. The background image shows a surfer riding a wave. At the bottom, there is a blue banner with the text 'THE MORE YOU MOVE, THE MORE YOU LIVE' and 'BRIGHT FUTURE MADE BY YOU'. The footer includes the URL 'unileverfu.com | © Unilever2015' and social media icons for Twitter, LinkedIn, Facebook, and Instagram. The Windows taskbar at the bottom shows various application icons and the system clock indicating 08:49 on 1390/04/02.

www.ideatrophY.ir

IDEATROPHY Rexona Case Download Registration Case Submit News

What is IdeatrophY?
 We definitely look for
 How to become a Winner?
 GuideatrophY
 Official rules
 Calendar
 Awards
 Moments
 FAQ

Welcome to IdeatrophY challenge!

IdeatrophY is an international project initiative from Unilever. Unilever IdeaTrophy is a challenging and creative experience, where you will figure out how business works in real life while developing your skills and competencies. Every year, a leading Unilever brand or function is selected as the sole focus of IdeaTrophy. In this challenge, the university students are given the chance to work together as Unilever consultants as 3 member teams in a friendly and professional environment to express their unique business cases to the management team.

THE MORE YOU MOVE, THE MORE YOU LIVE

**BRIGHT FUTURE
MADE BY YOU**

unileverfu.com | © Unilever2015

08:49 1390/04/02

Proposal



IDEATROPHY

THE OBJECTIVE

Objective is to find a campaign idea to increase deodorant penetration and "To make deodorant usage part of the daily hygiene routine" for occasional and non-users in a Rexona way. Which is:

Relevant: the overall idea should be relevant to the message of the brand (everyday athletes) and what it represents

Create fame: Create fame by aligning with a major global or local cultural event.

With maximum reach: address maximum number of audience

Effectiveness: emotional bonding and memorable to the audience

Consistency: Consider long term market presence



Team Introduction:

Team Name:

“Leader”

Name:

Surname:

Year of Birth:

University:

Major:

Email:

Instagram ID:

Mobile:

“Member 2”

Name:

Surname:

Year of Birth:

University:

Major:

Email:

Instagram ID:

Mobile:

“Member 3”

Name:

Surname:

Year of Birth:

University:

Major:

Email:

Instagram ID:

Mobile:



Who is your target group?
(i.e.: age, social-economic status, gender)



Who is your target group?
(i.e.: age, social-economic status, gender)



Where do you reach them
with your proposed idea?



Where do you reach them
with your proposed idea?



When do you reach them?
(ie: what instance, what moment etc.)



When do you reach them?
(ie: what instance, what moment etc.)



What is the insight that you
build your campaign on?



Rexona

Unilever

What is the insight that you
build your campaign on?



What is your campaign idea to convince consumers about Rexona's brand advantages compared to other competitors?



What is your campaign idea to convince consumers about
Rexona's brand advantages compared to other competitors?



Thank You

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TIRED OF INNOVATION AS USUAL?



Discover how you and NineSigma can create
a world that is open for innovation.

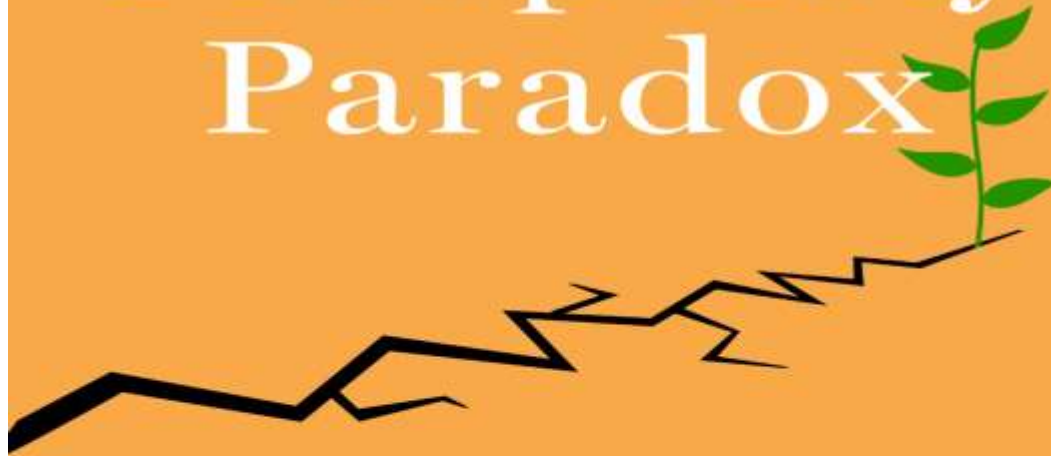
[WATCH VIDEO](#)

NINESIGHTS GALLERIES select a gallery below to learn more.



Clayton M. Christensen
Efosa Ojomo and Karen Dillon

The Prosperity Paradox



How Innovation Can Lift
Nations Out of Poverty



There are **no limits**
on what you can achieve
with your life, except the limits
you accept **in your mind.**

– Brian Tracy

    DrHajiYakhchali

 DrHajiYakhchali.com

 Yakhchali@yahoo.com

 ۰۹۱۲ - ۳۲۰ ۷۵ ۴۷