



VICTORINOX

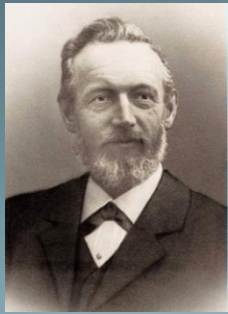
Strukturierte Kreativität

Angela Steiner, Head of Product Management

Swisscom Customer Experience Day

Victorinox Swiss Army Fragrances

11. November 2014



Karl Elsener I.



Victoria Elsener

1884





Carl Elsener jun.



FRAGRANCES

WATCHES

1989

2014

TRAVELGEAR

APPAREL





2'300

Mitarbeiter

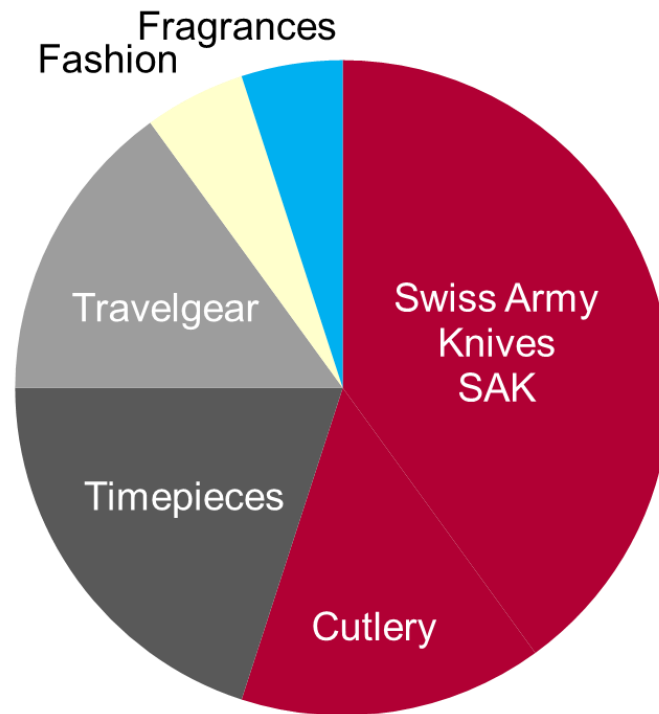


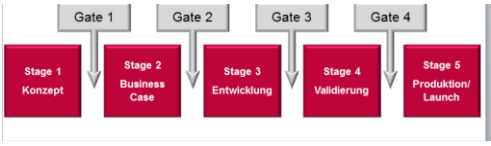
12 Mio.
Taschenmesser/Jahr



540 Mio.

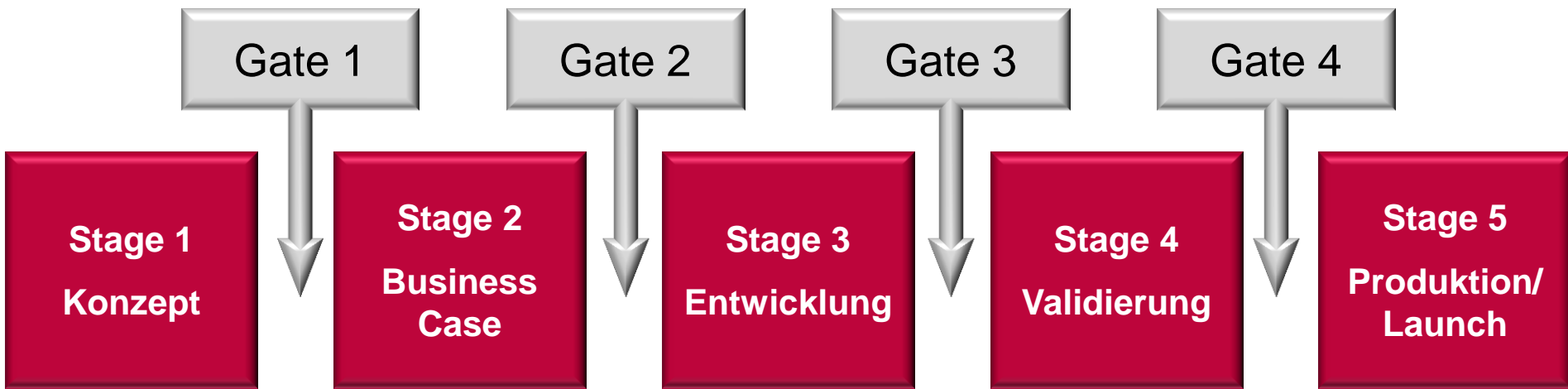
Umsatz





Firmenich
Givaudan
ENGAGING THE SENSES





STAGE GATE PROZESS



Stage 1

Konzept





Stage 3

Entwicklung





FREEDOM WORLD CITIZEN JOURNEY



MATERIALS



PLASTICS



CORDS



FABRICS

COLOURS



PINK



RED



SILVER



WARM



BLACK



WHITE



3a



3b



3c





Stage 5

Produktion/ Markteinführung





Gate 1

Gate 2

Gate 3

Gate 4

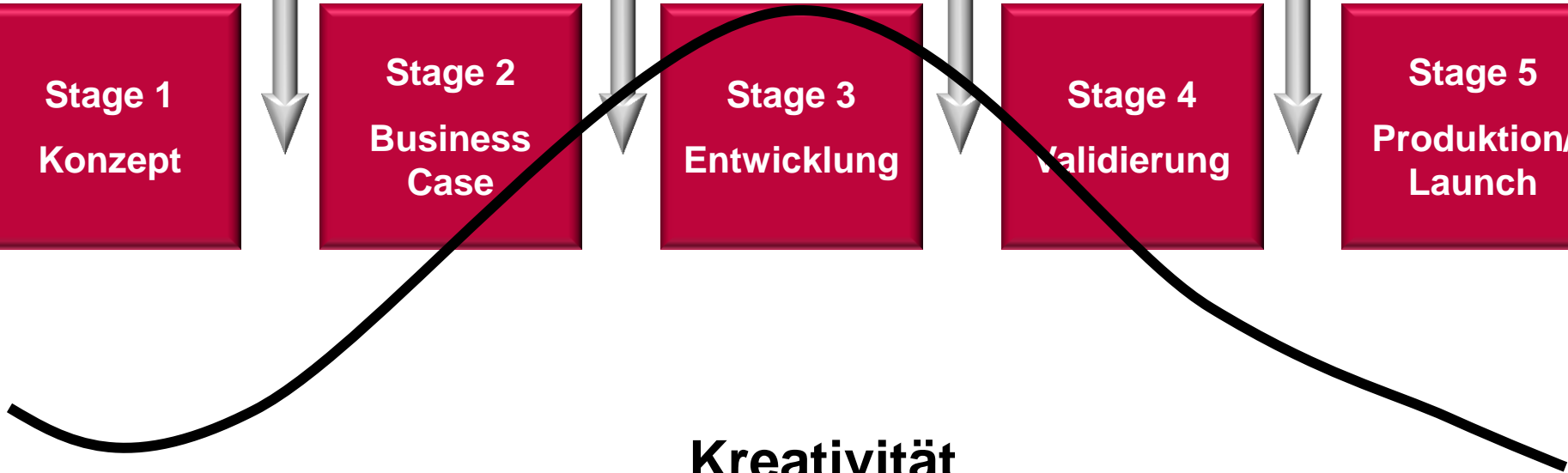
Stage 1
Konzept

Stage 2
Business
Case

Stage 3
Entwicklung

Stage 4
Validierung

Stage 5
Produktion/
Launch



Kreativität



ca. 18-24 Monate



DANKESCHÖN

