

## COMFORT AND CONVENIENCE: EMPHASIS ON SERVICES

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Each consumer, whether he be a private individual or a company, is looking forward to a good price/quality ratio as well as 'comfort'. He wants to be guided/advised in his choices towards made to measure products and services, especially at a time when busy lives take up more and more time. He does not want a whole lot of red tape. Moreover, a client is often no longer just after a product but also after a service linked to the product. An 'all-in' package from start to finish. Which services could XXX offer its clients in order to provide them with more 'comfort'? How would XXX facilitate its client relationship?



## INDIVIDUALISATION

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The focus on oneself will still be around in 2016, probably even stronger than it is today. More and more clients are longing for made to measure solutions, even solutions made to measure for each individual. All kinds of colours and sizes and numbers... In other words: mass customisation. Nike gives people the opportunity to design their own shoes on the net, after which the shoes are produced and sent to your home address. How will XXX respond to that? There is also individualisation in a negative sense: more people will withdraw into themselves. Social isolation, single persons... Which products and services will provide the answer?

## A GREYING POPULATION

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Of the following scenarios one can be absolutely certain: Western Europe is ageing. In 2020 there will be no more than 5 Western Europeans out of every 100 people. How are you going to anticipate this huge new market that consists of prosperous people? And could our yearning for days gone by perhaps create new opportunities? And what do you do with the desire to not only live longer but more actively and healthily: add more life to your years, not more years to your life? Which products and services could XXX then offer? There will also be more older employees around, and more and more competition in the labour market. What are the consequences for XXX's personnel management?



## EXPERIENCE ECONOMY

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The experience economy is best described as the production and provision of services directed at the fulfilment of the emotional needs of people as a group or as individuals. Dexia's Axion succeeds in creating a trendy bank account. People choose an experience offered by Nike. You belong to a lifestyle propounded by means of all kinds of events. You 'are being admitted' to the Nike-club. Which adventures and experiences could XXX offer its clients? Think concrete events, activities, actions, different communication and marketing activities ....all involving people. Which kind of 'club' for both private persons and companies could be started?



## GLOBALISATION

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Globalisation is a huge yet true cliché. How do you deal with competitors from all over the world? How can you turn a 'threat' into an opportunity? Which concrete business possibilities does the rest of the world offer you?



## MULTICULTURAL SOCIETY

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We live in a multicultural society. This fact has an impact on personnel management. Diversity will indeed become a point of particular interest - something that a company will be able to boast about. How can XXX take advantage? But the multicultural society can also impact on your products. Base has special subscriptions for Turks living in Belgium. Other companies market their products according to different sections of the population. How can XXX trade in ethno-producing and ethnomarketing?

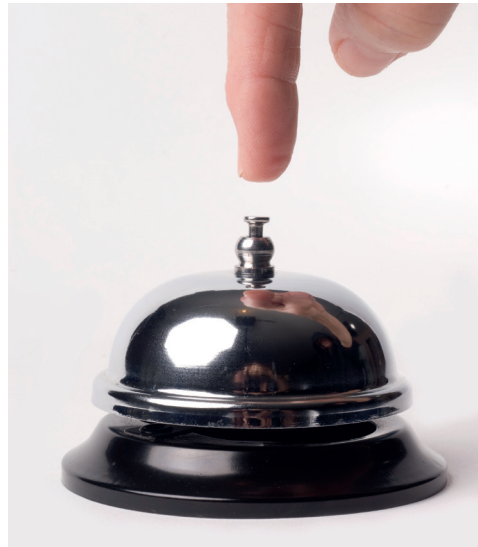




## RESPECT – ETHICAL ENTERPRISING

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Respect for clients and employees. Companies that have distinguished themselves as 'best' employer often enhance their commercial profits. Companies that respect their clients more often than not keep those same clients. Ethically enterprising! What can XXX do to bring this respect to the surface? And how do you let the world know?



## INSTANT ECONOMY VERSUS SLOWING DOWN

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Our society is moving faster all the time, and in all domains. Clients want to be served as quickly as possible. Questions must be answered immediately. Waiting time is out. Yet more and more people are also looking forward to slowing down, to wellness and a sabbatical. How can XXX respond to all this, in relation to their clients as well as their personnel and suppliers?

## DURABILITY AND ENVIRONMENTAL AWARENESS

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Environmental awareness remains important. Environmental awareness as business (ecotourism, recycling...) is on the rise. Environmentally friendly and natural materials remain a crucial selling point. How do you take advantage of this? How can XXX improve its durability and environmental awareness? And how do you let the whole world know?



## (IN)SECURITY

Safety as 'security'. Terrorists, tiger kidnappings... The sense of insecurity, justified or not, is rampant. In which way can XXX's products contribute to removing that feeling? There is also security as 'safety'. Products need to be safe. Safe food, safe toys, safe cars and safe electronic appliances. In these times of food scandals and lawsuits against producers safety is even more important than ever before. How can XXX respond to this?





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The Free Encyclopedia

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Welcome to **Wikipedia**,  
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2,851,782 articles in English

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**Today's featured article**

**The SkyTrain** is a two-line urban mass transit system in Metro Vancouver uses Bombardier's Advanced Rapid Transit technology, with fully automa elevated tracks. There have been no derailments or collisions in its history. Induction motor-driven trains are the Scarborough RT line in Toronto, the I Lumspur, the People Mover in Detroit, and the AirTrain JFK in New York City. British Columbia Rapid Transit Company under contract from TransLink, transportation agency. It operates on a proof-of-payment fare system and British Columbia Transportation Authority Police Service. SkyTrain Attent first aid, directions, customer service and inspect fares, and they monitor train faults and drive SkyTrain's 49.5 km (30.8 mi) of track make it the longest automated light rapid transit system longest mass transit-only bridge, the SkyBridge, to cross the Fraser River. There are 33 stati carries more than 160,000 to 180,000 people every day on the two lines. (more...)

Recently featured: William IV of the United Kingdom – Alleyway – Chiffchaff

Archive – By er

**Did you know...**

From Wikipedia's newest articles:

- ... that Paolo Giovio bribed some of the most powerful men of his day to assemble the Gli portraits (example:portrait pictured)?
- ... that the Russian historian B. P. Polevoy called for a reassessment of Yevrolet Khabarov, abortive Russian colonization of the Amur in the 17th century?
- ... that Paul Molitor, Edgar Martinez and David Ortiz are tied for the most Silver Slugger , designated hitters?
- ... that Charles X Gustav of Sweden waged war with the intent to vanquish Denmark and ... that three-term member of the Oregon House of Representatives Paul E. Walden work 27 years?
- ... that Haagen Mathiesen campaigned for a Norwegian union with Sweden in 1814, invit Sweden to his manor?
- ... that Nicolas Sarkozy, Angela Merkel and Luiz Inacio Lula da Silva are among the world Park episode "Pinewood Derby"?
- ... that the Essex derby football match did not take place for 15 years?

Archive – Start a new

## FROM CONSUMER TO PROSUMER

Today everyone is a journalist, a printer or publisher... : web blogs, cellphone photos and videos fly around the world; a CD is recorded and produced in the living room; photos are being printed at home... The Bake-Your-Own-Bread section at Aveve is growing all the time. And will open sourcing in the ICT sector allow everyone to get cracking in a not too distant future? Which possibilities do you see for XXX?



## TRAFFIC CONGESTION AS AN ECONOMIC AND SOCIAL PROBLEM

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If things do not change, traffic congestion is to increase. Yet not everyone will have his own helicopter by the year 2016. All of this is not only leading to an unreliable transport system and to a number of cost producing consequences but also to changes in daily life. Moving into town or to its periphery: teleworking; companies that offer an increasing number of domestic services on the shop-floor (dry cleaning, daycare centres...). Which products and services can XXX offer against congestion? Maybe the congestion itself will bring about new products, services or applications. In short, will we find ourselves in a traffic jam in 2016 or not? How does that inspire your company?



## HIGHER ENERGY COSTS

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Shell employs fifty people to forecast oil prices. They do not always succeed. Forecasting energy prices is difficult, but it does not require rocket science to predict high prices for the foreseeable future. How do you take advantage of this scenario? How can production be made more energy-saving? Or do you see products and services arising from these high costs?



## ADAPTABLE LIVING AND WORKING

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Consumers will want to adapt their homes and houses more and more. It is necessary to grow together with the needs of a family or a company. Modular building is on the rise. A house or office will no longer be considered an end product but an ever changing building based on new functions. Adding rooms without large alterations; splitting up conference rooms quickly and efficiently. Colours and design are changing more rapidly, too. The days are gone when settees and wallpaper had to last twenty years. A modern family changes its interior look ever faster. In the future you will even be able to fit the atmosphere of the house to the mood of the moment by making lighting, wall colours etc completely adaptable. How can XXX take advantage of that trend?

## SMART MATERIALS AND TECHNOLOGY

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Sensors, electronics and smart commodities will lend new and different functions to clothing and other fashion accessories. The sweatband that measures our bodily functions; the tracksuit that will automatically provide a warming or cooling effect; food packaging that shows whether the product inside is still fresh. The intelligent refrigerator is on its way. In 2015 intelligent and communicating materials, furniture and appliances will finally find their way into tomorrow's homes. We keep on searching for ever advanced products that may make our lives more agreeable. Which applications do you see for XXX? How can you smarten your products and services? Which materials, technology and systems might you be able to use? Could some services be the outcome of all that?





## ANTICIPATION AND PREVENTION IN WELFARE AND CARE

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More welfare, less care. Fighting obesity, tackling risks at an early stage. Biotechnology and technology will allow us to anticipate sooner. Then there is wellness: a lifestyle whereby the care of body and mind goes hand in hand with relaxation. Wellness is a trend already. No doubt it will be even more important in the ever more frantic society of 2016. Which products, services and applications do you see?



## TRACK & TRACE

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Consumers want to know which processes products went through, and they certainly want to know whether the products are still usable or edible. Companies want to find out where their products are in the logistic route. Smart packaging may help. Packaging that discolours when the product is no longer usable. Packaging containing RFIDs so that we know where the product is to be found and which condition it is in. These are examples of existing and applied technologies. How does that inspire XXX?

## KIDS RULE, OK!

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Children have an ever increasing spending budget at their disposal, and they already have, as we speak, a big impact on family spending. Do you see products and services for the children of 2016? And how will you be setting up an acceptable marketing strategy for children?





## A FLEXIBLE LIFESTYLE ENCOURAGING PEOPLE TO GO OUT MORE

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More and more people will have to take up travel for their work. More and more people travel for pleasure. A nine-to-five job is becoming a rarity. Then there are a thousand and one leisure possibilities that encourage people to get out of the house. Which roads are opening up for you? Are there services and products inspired by empty houses and busy people?



## OMNIPRESENT COMMUNICATION NETWORKS AND TECHNOLOGY

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Wireless cities, network convergence, communicating household appliances..., they all make it possible to go on-line all the time. They all provide us with all kinds of data. What opportunities do you see? Maybe you see opportunities in the fact that people want to get away from omnipresent communication, people who (just for a short while) wish to stay incommunicado?



## FOCUSING ON HEALTH

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Diets, natural wholesome food... Although all this already exists, it will grow as a selling point. Delicious, healthy food as an answer to obesity. In its extreme form it might end in 'orthorexia': worrying too much about the wholesomeness of the food one eats. The United States had already accepted this as a frequently occurring disease. It has put vegetable cleaning products on the market because washing vegetables using tap water is deemed unhealthy. Do you see more relevant applications and services? And how do you help your company to become healthy?

