



School of Applied Sciences

British School of Leather Technology

Life in a Frugal World

Professor Mike Redwood, Visiting Professor in Business
Development in Leather

Leather industry advisor, innovation and marketing

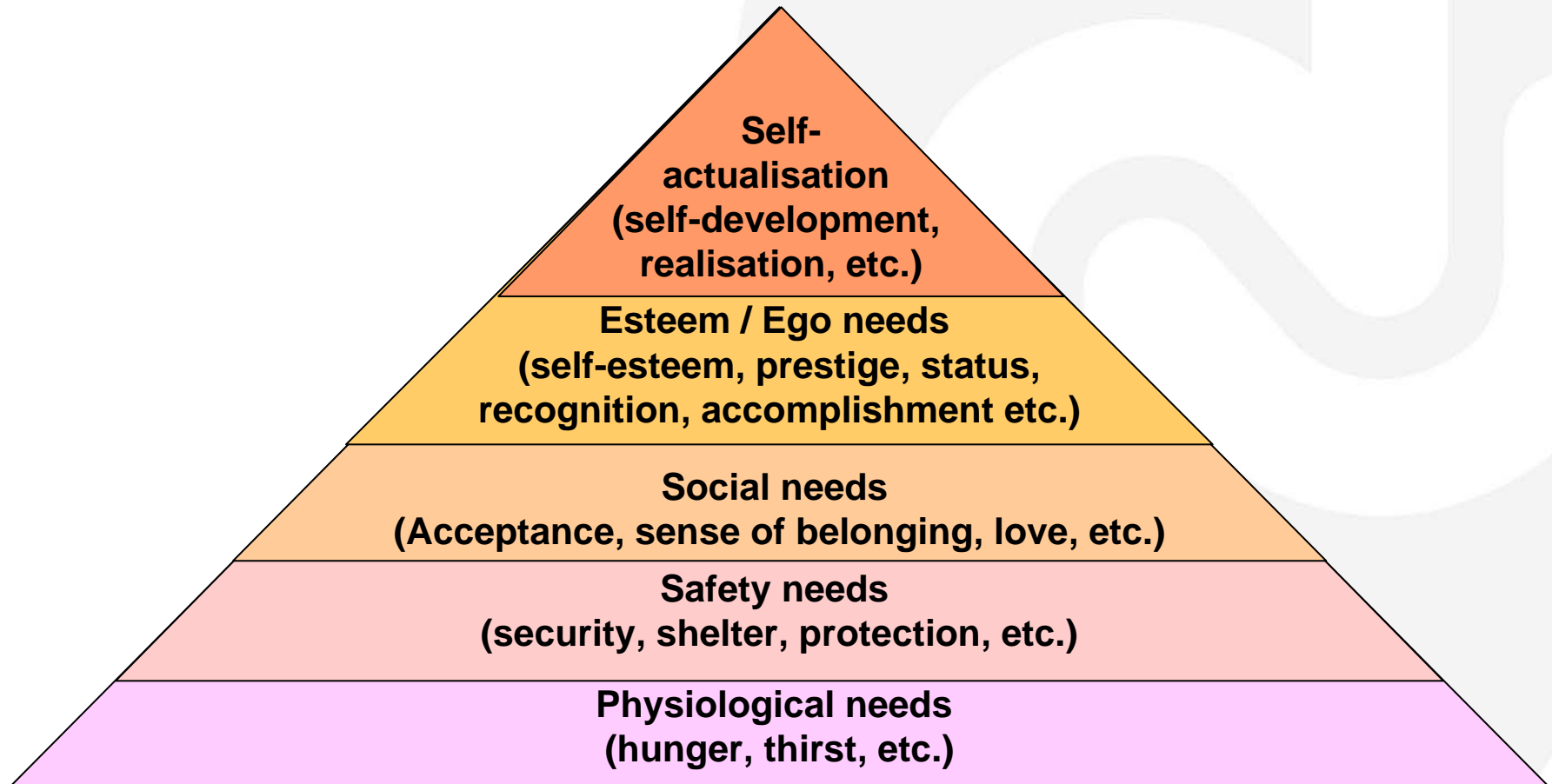
2nd February 2009 Chennai

mike@mikeredwood.com



The customers and the consumer

Maslow's hierarchy of Needs:



The Consumer:

Mr. Micawber on the difference between happiness and misery.

- "Annual income twenty pounds, annual expenditure nineteen pounds nineteen and six, result happiness. Annual income twenty pounds, annual expenditure twenty pounds ought and six, result misery."
- From Charles Dickens' : David Copperfield



Where leather fits

Cocooning

Small indulgences

Formality returns



Industry Structure



innovation

- Product
- Process
- Marketing/Services



China Price

- Lower labour costs and large modern plants account for 39% of the China Price advantage.
- »industrial network clustering« adds another 16% Export
- subsidies account for 17% of the advantage
- undervalued currency adds 11%,
- counterfeiting and piracy contribute 9%,
- lax environmental and worker health and safety regulatory regimes add another 5%.
- catalytic Foreign Direct Investment 3%

Navarro 2007



- Testing Regimes
- Enviro-biographies
- Greenwash



Convert the environment debate

- Order qualifier
- Order winner



Mike Redwood

Transforming lives, inspiring change

MIKE@MIKEREDWOOD.COM