

COCO-MAT

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ONCE UPON A TIME THERE WERE THREE FRIENDS WHO DECIDED TO CREATE THE BEST COMPANY IN THE WORLD



ITS NAME WAS COCO-MAT FROM THE WORDS COCO-FIBRE AND MATTRESS.

HEADQUARTERS: INDUSTRIAL AREA OF XANTHI



ü PRIVATELY OWNED FACTORIES OF 26.000 M2

ü 123.000 M2 OF LAND

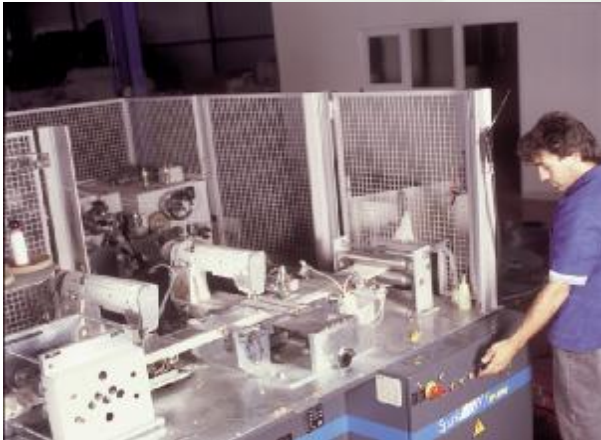
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VISION



- ü **ATTAIN THE TOP POSITION WORLDWIDE IN THE MANUFACTURE OF NATURAL SLEEP PRODUCTS**
- ü **PROMOTE A WORKING CULTURE OF SUSTAINABILITY**

NATURAL PROCESSES



COCO-MAT's policy is based on sustainable development

üNATURAL - QUALITY PRODUCT

üCUSTOMER SATISFACTION

üEMPLOYEE SATISFACTION

üSOCIAL CONTRIBUTION

EXPANTION

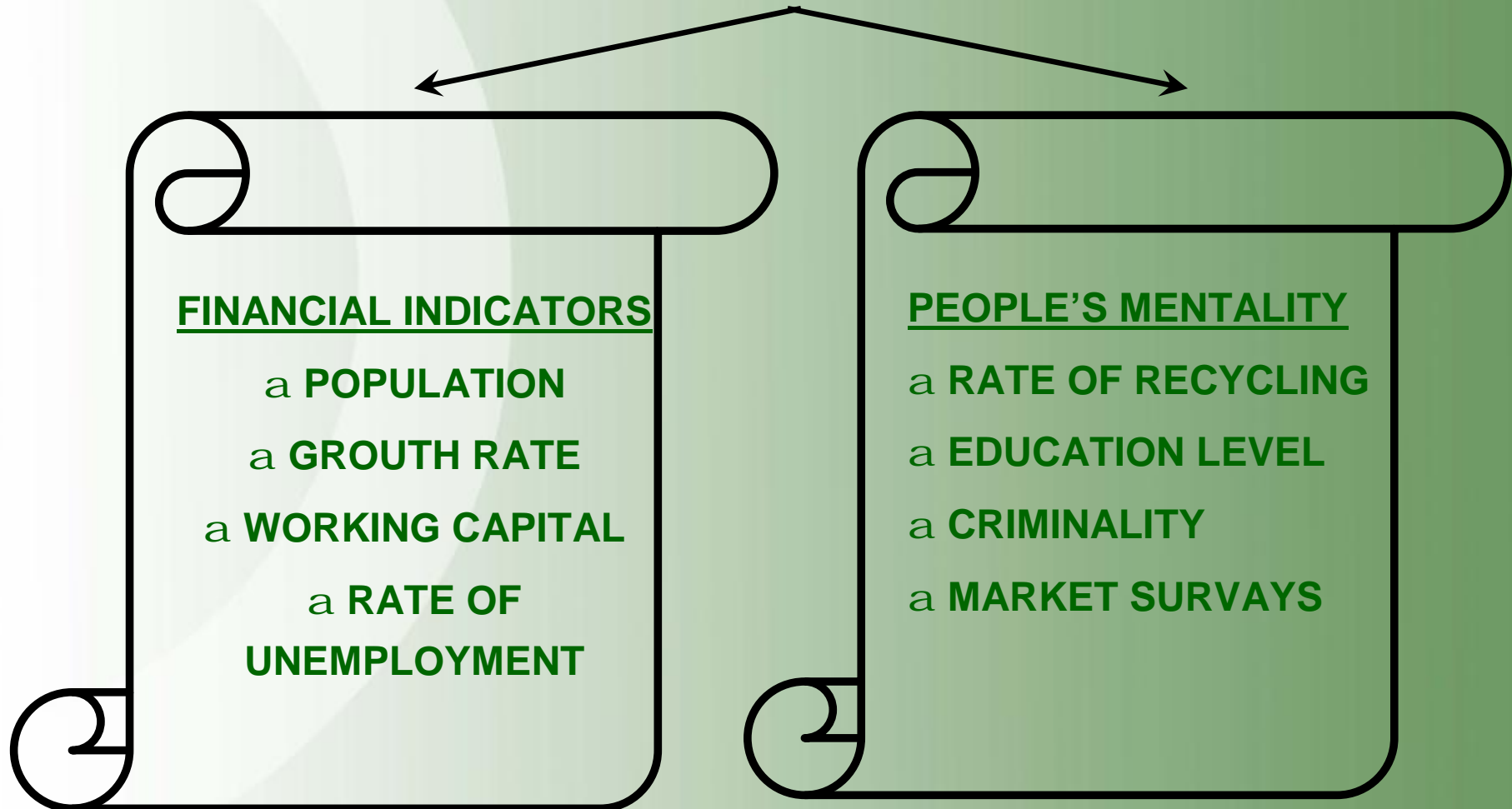


ü 34 COCO-MAT retail outlets in Greece

ü 7 shops in Europe (Limasol, Nicosia, Madrid, Amsterdam, Rotterdam, Arnhem, Antwerpen)

ü 3 shops in China, 1 corner shop in Jeddah.

EXPANSION



RAW MATERIALS



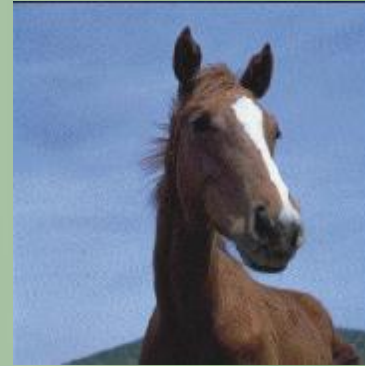
COTTON



WOOL



SEEWEED



HORSEHAIR



WOOD



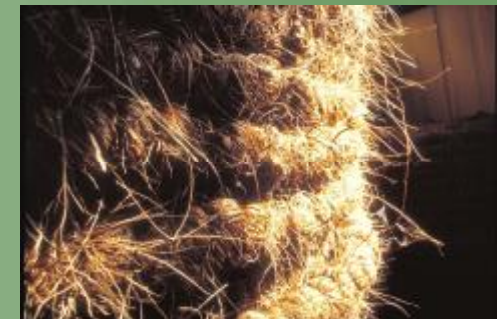
DOWN



NATURAL RUBER



SILK



COCO-FIBRE



LINEN



LAVENDER

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NATURAL RUBBER FOAM



The juice from a tree called HEVEA becomes a foamy layer of natural rubber after suitable processing

COCO-FIBRE



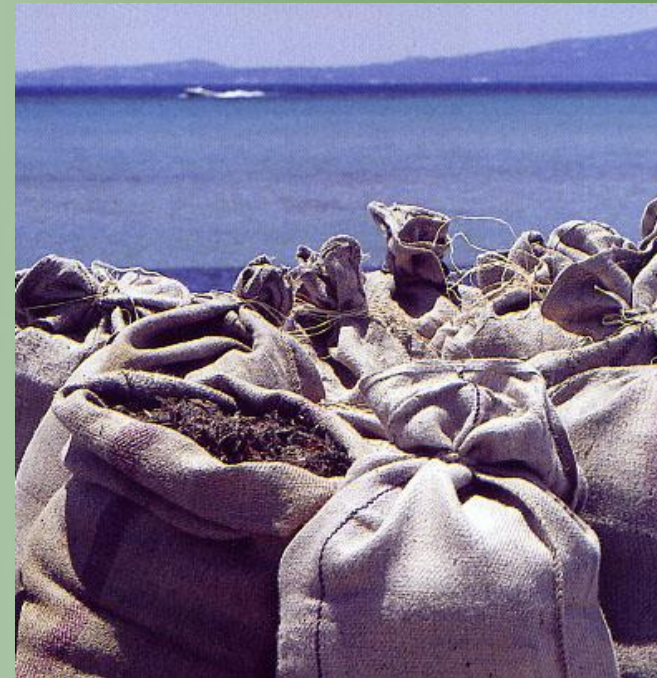
The fibres covering the coconut fruit which after suitable processing together with natural rubber, produce elastic coco fibres

WOOL AND COTTON



Coming from the region of Thrace and considered to be of best quality due to the unique climate conditions and soil composition

SEAWEED



Used to provide extra iodine to customers with asthma and breathing problems

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HORSEHAIR



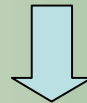
Regulates humidity

SUPPLIERS



MAKE YOUR CHOICE

(search via Internet, make a list of potential partners, compare prices, delivery time etc)



VISIT THEIR PREMISES



PROVIDE CONTINUOUS TRAINING



HAVE AT LEAST TWO ALTERNATIVES

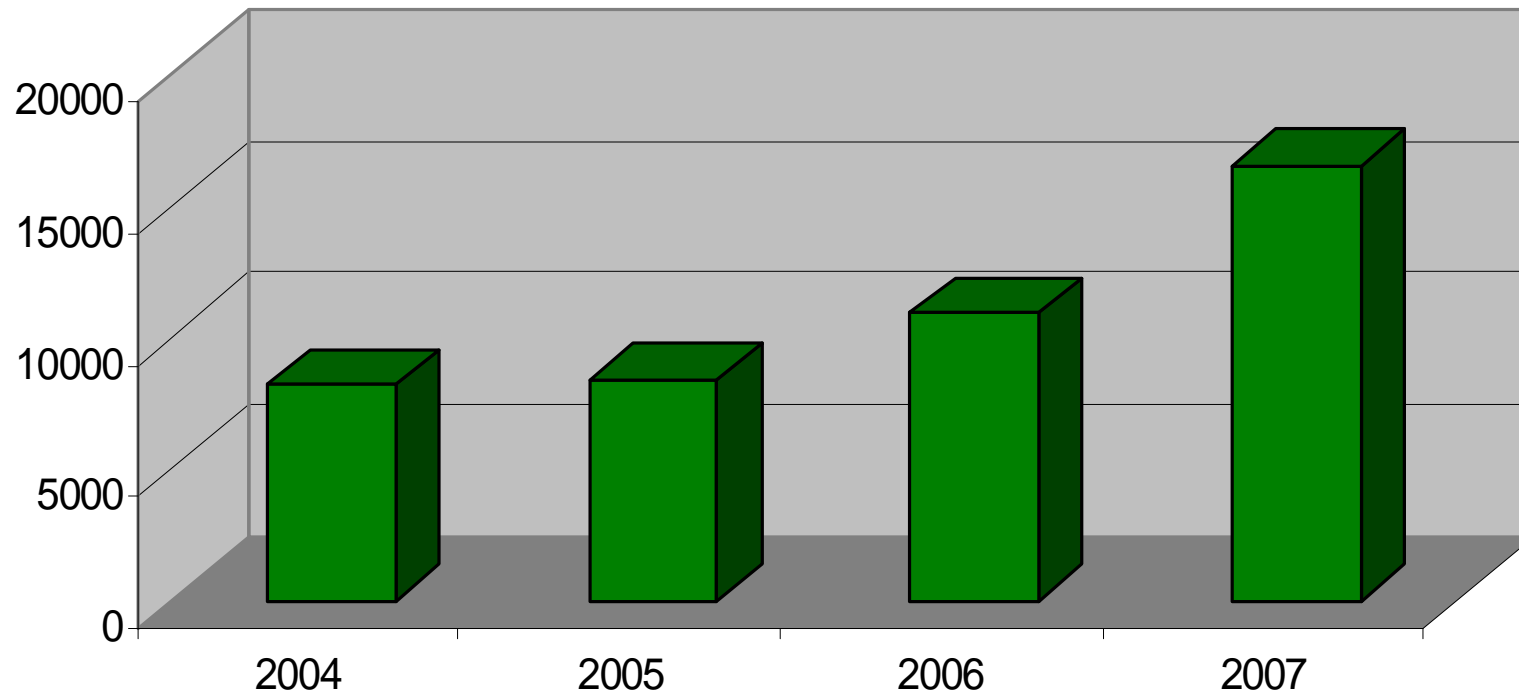
(in case of war, change of legislation)

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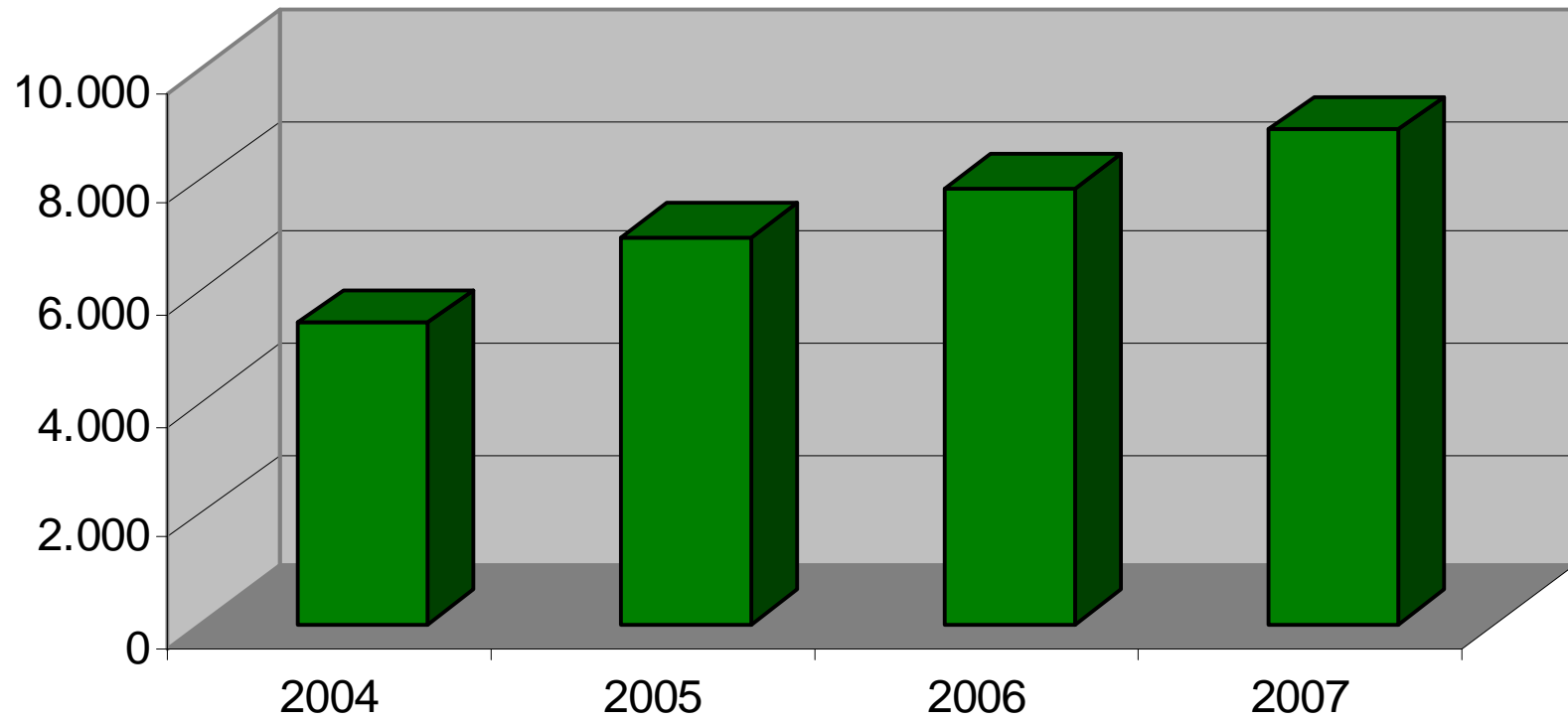
PRODUCTS



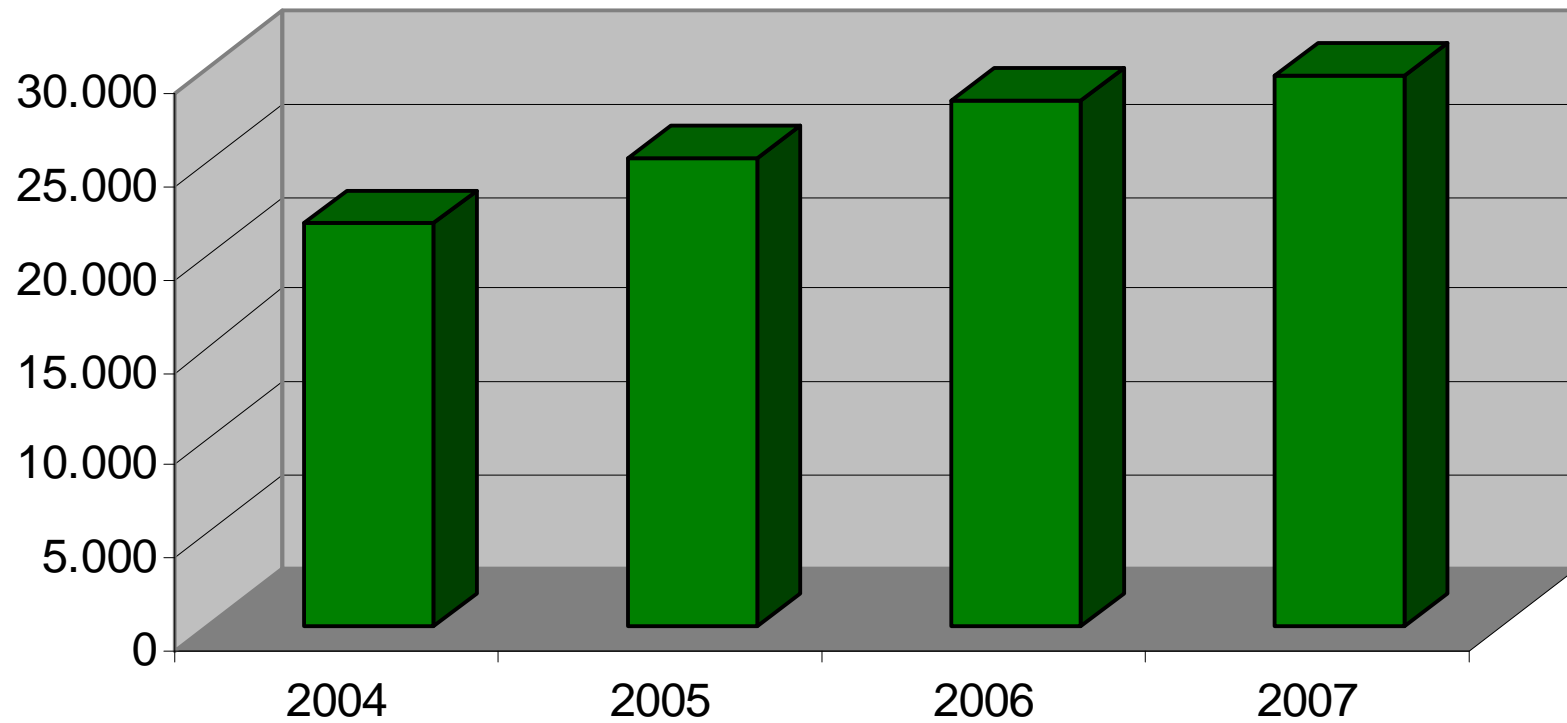
TURNOVER IN GREECE IN MILLION EUROS



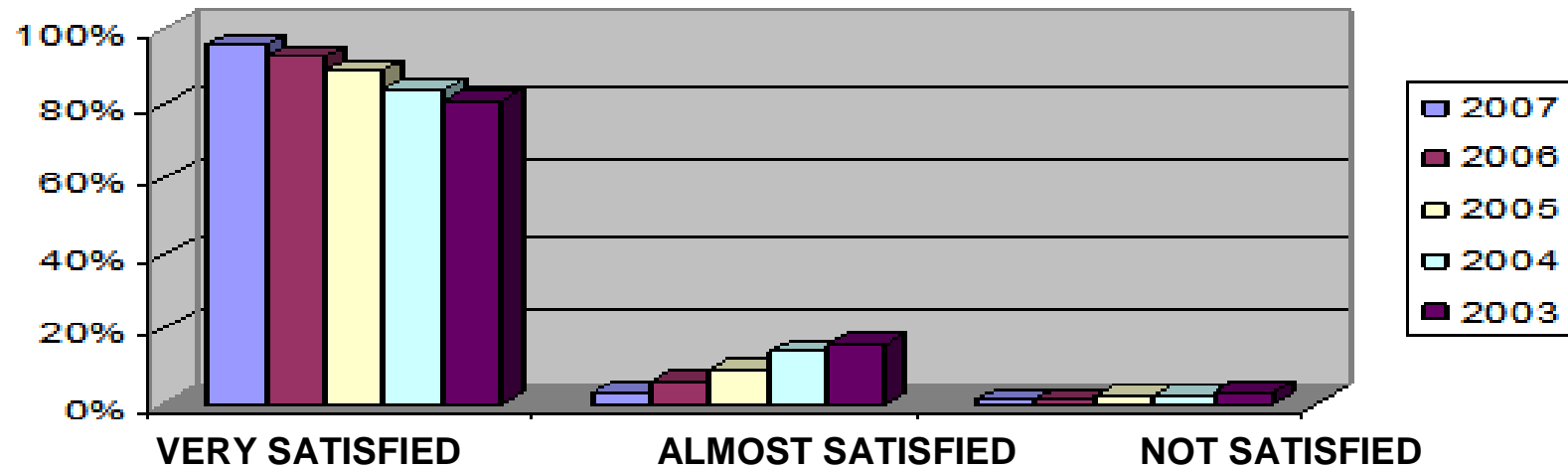
TURNOVER IN EUROPE IN MILLION EUROS



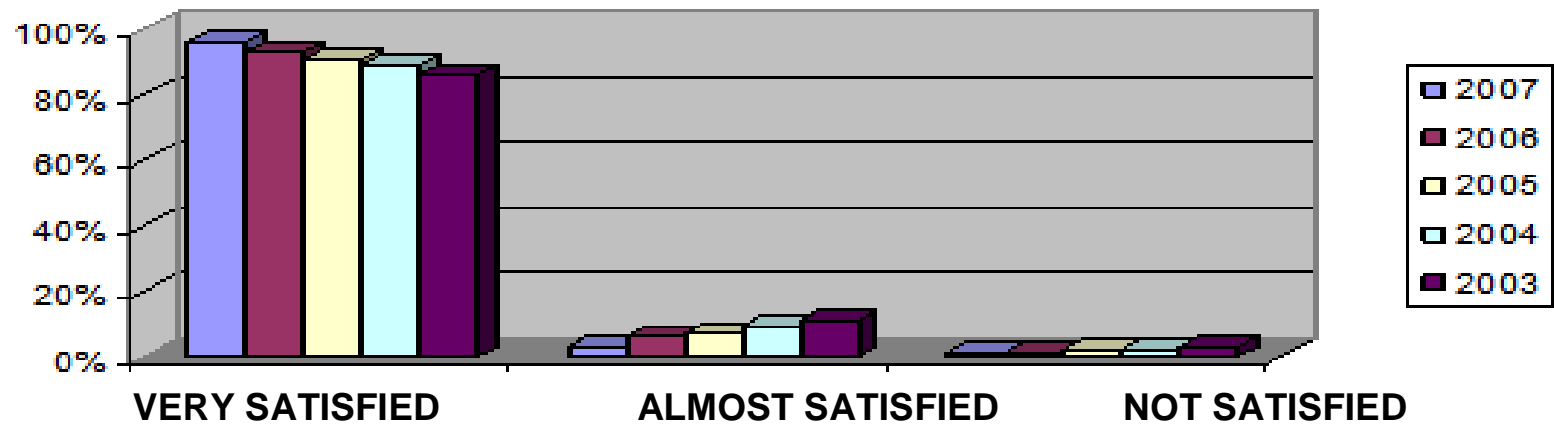
TURNOVER IN CHINA IN MILLION EUROS



CUSTOMER SATISFACTION



EMPLOYEE SATISFACTION



KEY FACTORS FOR SUCCESS



1. PASSION



BE COCO-MAT

HAVE A COMMON VISION

**BELIEVE IN CONTINUOUS
IMPROVEMENT**

2. COMMITMENT OF THE LEADERSHIP

PROMOTE A QUALITY-ORIENTED PHILOSOPHY

PARTICIPATE IN ALL THE ACTIVITIES

BE EQUAL (do not use titles, do not have expensive cars, play football with the employees...)



3.

COMMUNICATION

**FORCE DIRECT
COMMUNICATION BETWEEN
LEADERS AND EMPLOYEES
(morning coffee, excursions,
dinners...)**

**ESTABLISH MONTHLY
MEETINGS (in departmental
level)**

**USE INFORMAL DAILY
REPORTS (to learn the news
from each department)**



4. INNOVATION

BE DIFFERENT (offer figs and orange juice instead of sweets)

USE DIFFERENT TERMS (eg orthosomatic)

ASK FOR EMPLOYEES IDEAS IN A SIMPLE WAY (use a basketball player)



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5. SUSTAINABILITY

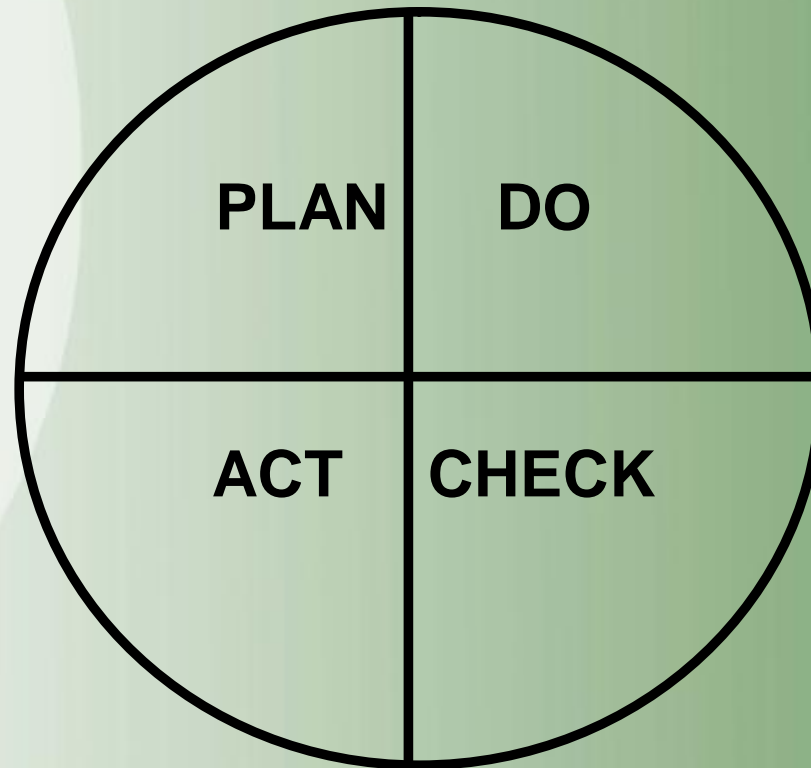
**USE EXCLUSIVELY NATURAL
RAW MATERIALS (coco-fibre,
rubber foam, seaweed,
horsehair, cotton, wool, silk,
dawn...)**

**USE COTTON BAGS AND
WOODEN BOXES FOR
TRANSPORTATION**

**SUPPORT THE MOTO: «WE
CREATE OUR CUSTOMERS»**



DEMING CIRCLE



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CUSTOMER SATISFACTION



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**USE DIRECT
ADVERTISEMENT**

**USE CUSTOMERS'
IDEAS AND
PROPOSALS**

CUSTOMER SATISFACTION

**ANALYSE THE
COMPLAINTS FORM
ON A REGULAR BASIS**

**PROVIDE
QUESTIONAIRES IN A
STAMPED ENVELOP
(review them every
year)**

PROVIDE AFTER SALES SUPPORT
(call the customers, one week, one month, one year after the purchase)

APPLY REGULAR MARKET SURVEYS

CUSTOMER SATISFACTION

HAVE FEEDBACK FROM YOUR PARTNERS (stores' monthly report)

PUT EMPHASIS ON YOUR LAST IMAGE - DELIVERIES (use gloves, protective shoes)

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www.coco-mat.com

We thank you very much for helping us towards excellence. 0 2 4 6 8 10

1. COCO-MAT's catalogue was interesting and representative:

2. The shop I visited:

- Was clean
- Displayed all COCO-MAT products
- Was nice decorated
- Gave a sense of quality

3. Salesmen:

- Were well informed about orthopedic matters
- Were polite
- Their advice was scientific
- They devoted enough time in order to help me

4. COCO-MAT's public image is good in matters of:

- Quality
- Competitiveness
- Social contribution
- Sustainability

5. I think it is important and necessary:

- To equally employ disabled people ("special skilled people")
- To equally employ foreigners
- To use natural raw materials

6. COCO-MAT's products in comparison with the products of its competitors:

- Have a better relation of price - quality
- Are more beautiful and have a special style
- Are different because of their life time

7. Is the range of products satisfactory for my requirements:

8. Delivery was done:

- With consistency
- With kindness
- With knowledge

Are there any suggestions, proposals, complaints?

Name: _____

Address/Telephone: _____

Shop I visited/Date: _____

STORES' MONTHLY REPORT

STORE:

DATE:

1. Which products sold more last month

- a) mattresses
- b) furniture
- c) bed linen

2. Were there any customer complaints concerning:

- a) mattresses
- b) bed mattresses
- c) top mattresses
- d) furniture
- e) bed linen
- f) other complaints

3. What should be done by you in order to have an increase on sales of 10% after a 3 months period?

4. What should be done by COCO-MAT in order to have an increase on sales of 10% after a 3 months period?

5. What was your turnover last month and what was the turnover the same month last year?

6. How many customers visited your shop last month and what was the equivalent number the same month last year?

7. Which are the 5 most important suggestions / requests of your customers for your shop and for COCO-MAT in general?

8. Please, mention your complaints from COCO-MAT?

FORM POL-041

COCO-MAT	DAILY LOGISTICS TIMETABLE				
STORE:	DATE : / /	START TIME:	FINISH:	CAR'S No:	

No	CUSTOMERS NAME	ADDRESS	TELEPHONE	TIME DEFINED	ORDER'S No	ARRIVAL	DEPARTURE	RECEIVED THE SAME	TIP	RETURN OF CASE	PAY-OFF	RETURN OF PRODUCTS	NOTES	CUSTOMER COMPLAINS
1														
2														
3														
4														
5														
6														
7														
8														
9														
10														

NOTES AND COMPLAINTS DURING THE DAY ARE WRITTEN BACK

30' BEFORE THE DEFINED TIME EXPIRES
WE INFORM THE CUSTOMER THAT WE WILL BE LATE

DAILY REPORT	
SHOP	
DATE	
EMPLOYEES' NAMES	
TOTAL CUSTOMERS	
EFFECTIVE CUSTOMERS	
ORDERS	
RETAIL	
TOTAL	
SHOP NEWS	
CUSTOMER COMPLAINTS	
SUGGESTIONS	

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**EMPLOYEE
SATISFACTION**

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This is our biggest investment

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CREATE A FAMILY ENVIRONMENT

SPEEK IN EACH ONE'S LANGUAGE

EMPLOYEE SATISFACTION

PROVIDE QUESTIONNAIRES
(giving the possibility to keep the anonimity)

CREATE INCENTIVES ALONG WITH A REWARDS SYSTEM
(promotion, company's newspaper)

**INCREASE PARTICIPATION IN
DECISION MAKING PROCESS AND
TARGETS SETTING**

**CREATE AN INSTANT
PROBLEM SOLVING
TEAM**

**EMPLOYEE
SATISFACTION**

**APPLY TQM SEMINARS
(Saturday at 6 o'clock in
the morning)**

**PROVIDE CONTINUOUS
TRAINING («the Book of
Quality», evaluation after one
month, extra support when
needed)**

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EMPLOYEES' SATISFACTION

HOW YOU ASSESS THE COMPANY AT THE FOLLOWING SUBJECTS

FORM DP-021

	0	2	4	6	8	10
1 <u>Health conditions</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 <u>Safety conditions</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 <u>Working hours</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 <u>Salary</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5 <u>Facilities and extra benefits</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6 <u>Education</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7 <u>Career development</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8 <u>Taking initiatives</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9 <u>Participation in decision making processes</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10 <u>Communication with the leadership</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11 <u>Handling complaints</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12 <u>Cooperation with colleagues</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13 <u>Access to information</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14 <u>Creativity</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15 <u>Use of innovation</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16 <u>Fair processes</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17 <u>Recognition from the company</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18 <u>Organization of cultural events</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19 <u>Company's role to the society</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20 <u>Company's environmental action</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21 <u>Company's products</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22 <u>Company's services</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

DATE: _____

DEPARTMENT / STORE: _____

NAME (optionally): _____

WRITE YOUR IDEA – PROPOSAL



Name:

Department:

Date: / /

PROBLEM:

.....
.....
.....
.....
.....

PROPOSAL:

.....
.....
.....
.....
.....

All your proposals are collected by the TQM department and after being assessed are given to the Board of Directors

YOUR COOPERATION IS NECESSARY
IN ORDER TO REACH THE TOP

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COLLECTING
EMPLOYEES'
IDEAS

MONTHLY MEETINGS
OF THE HEADS OF
THE DEPARTMENTS

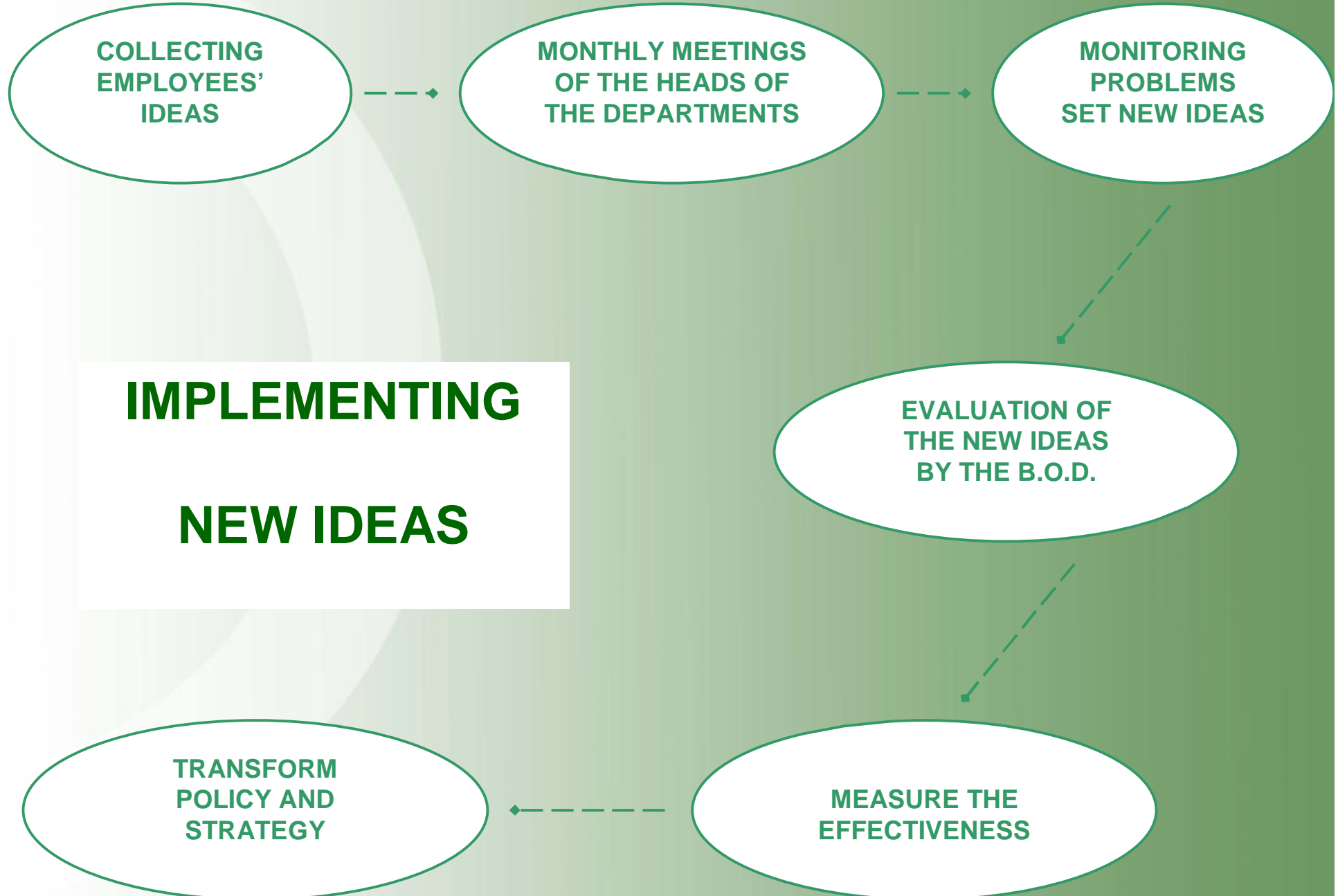
MONITORING
PROBLEMS
SET NEW IDEAS

**IMPLEMENTING
NEW IDEAS**

EVALUATION OF
THE NEW IDEAS
BY THE B.O.D.

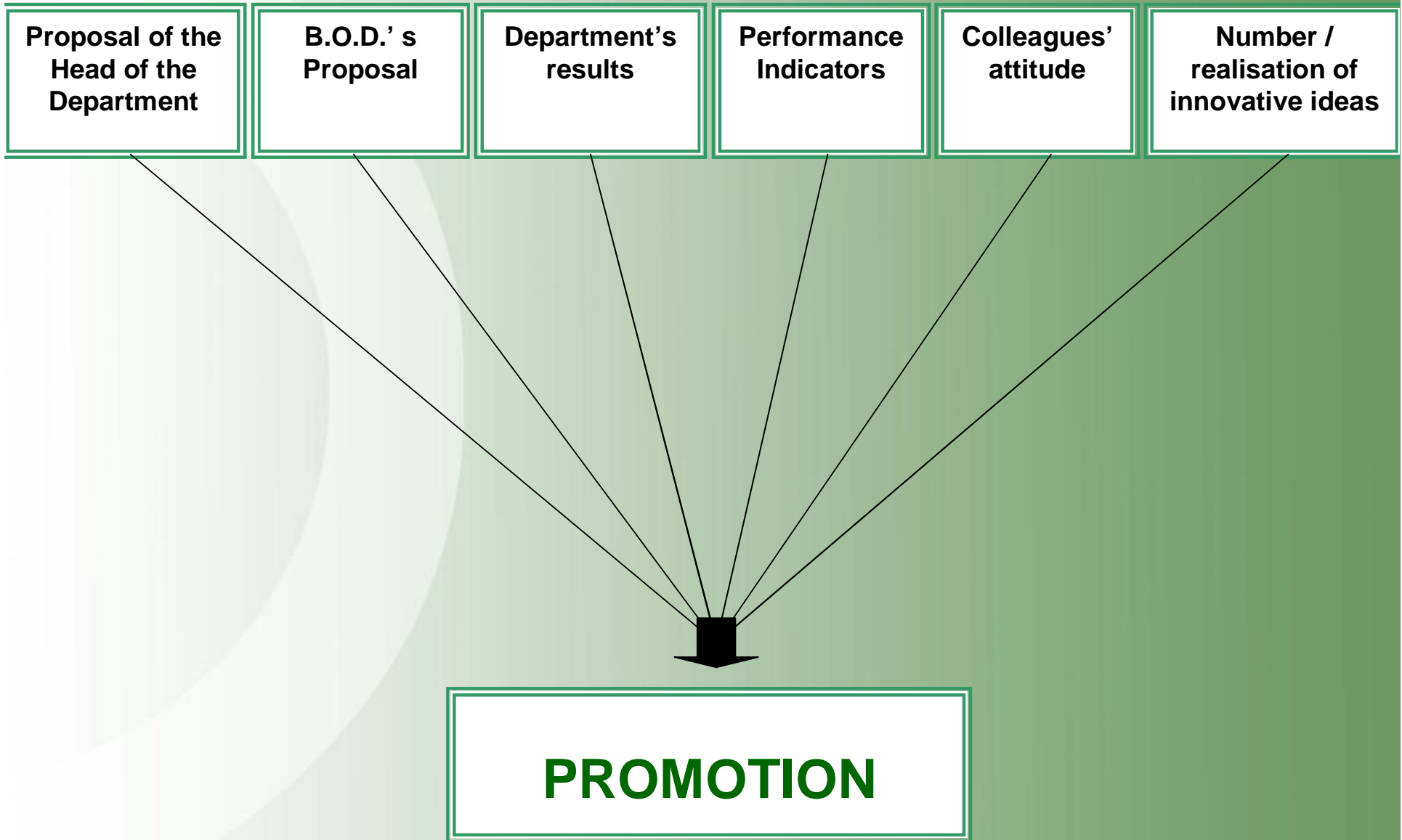
TRANSFORM
POLICY AND
STRATEGY

MEASURE THE
EFFECTIVENESS



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SOCIAL CONTRIBUTION

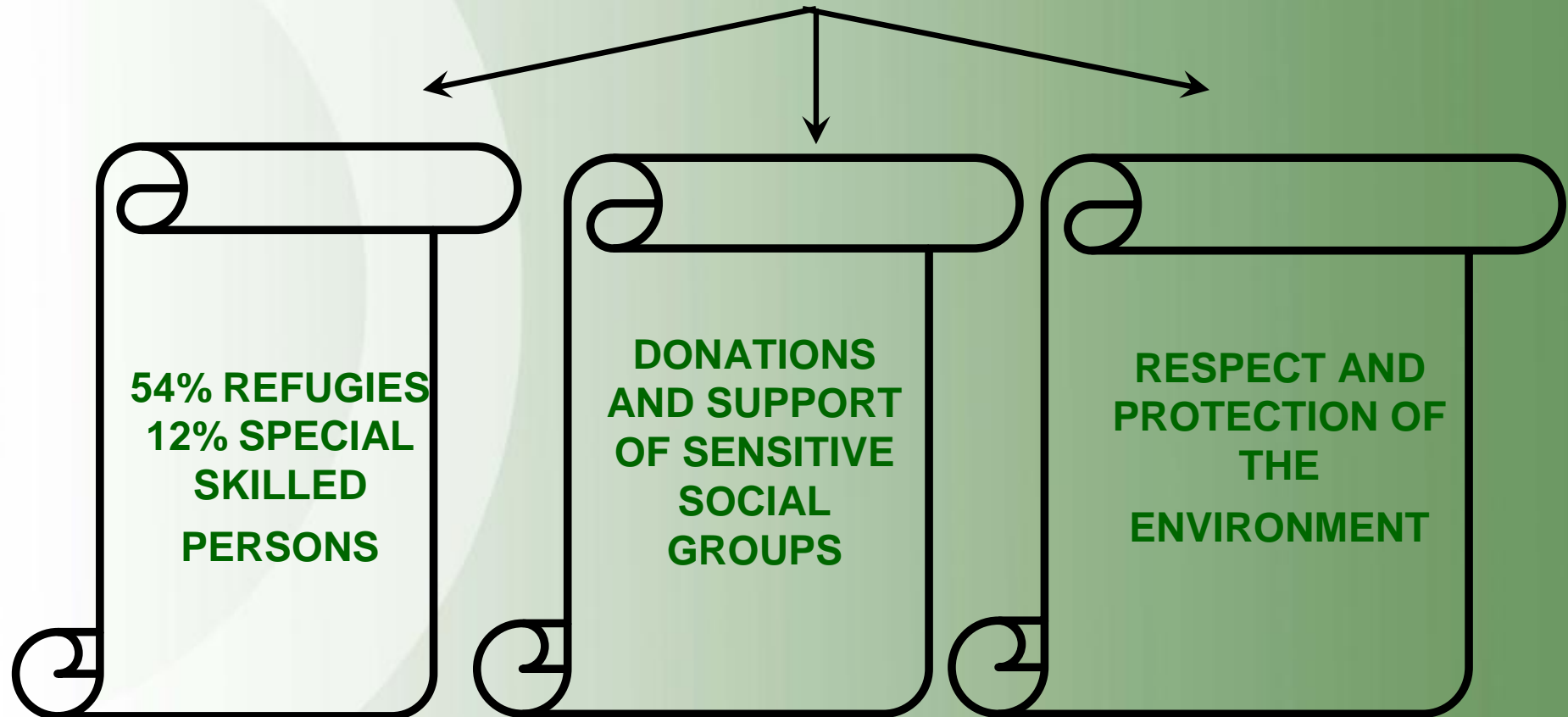


SUSTAINABLE PHILOSOPHY



**Eurochambres, Cambridge University, Unesco,
United Nations, WWF, E.F.Q.M, various universities**

SOCIETY



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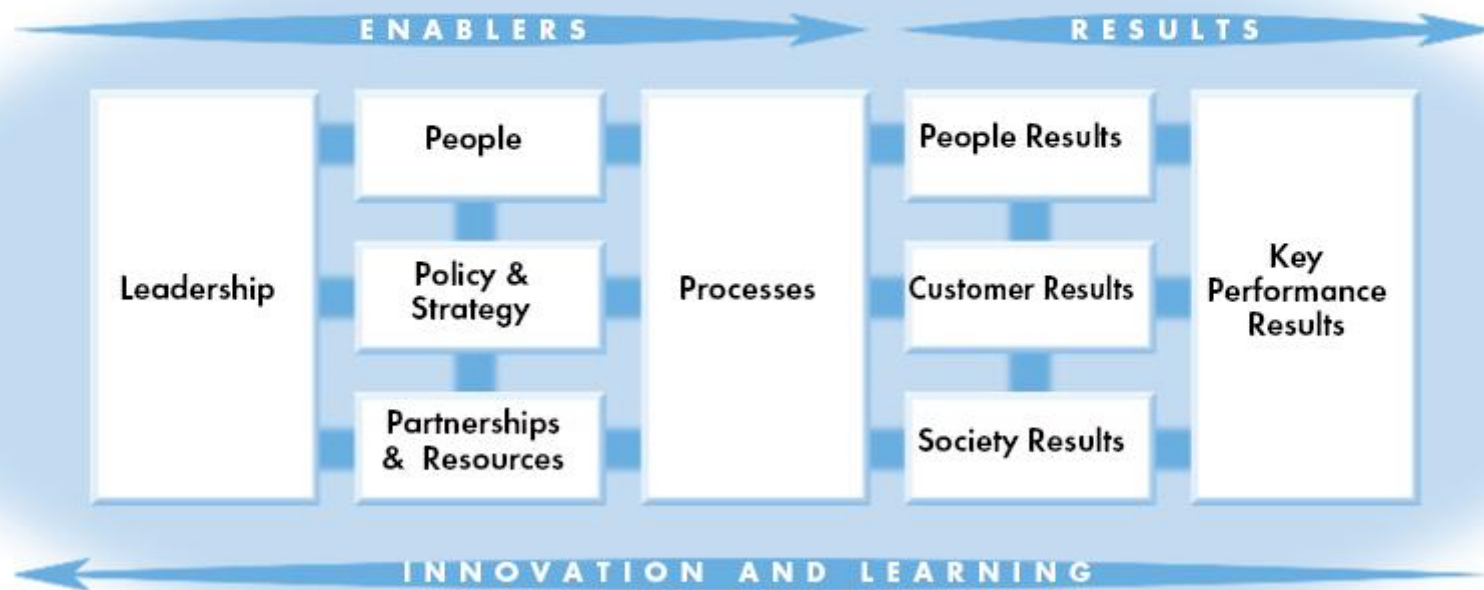
AWARD



The First Award by the Ministry of Development for the pioneer production methods and environmentally friendly products in 1996, the Henry Ford European Conservation Award for the “Research on the use of natural, innovative raw Materials” in 1997, the Quality Award of Greece in 1998, also by the Ministry of Development, the Ecology Award in 1998 by the Athens Chamber of Commerce and Industry, the International Award “Environment and Peace” in Istanbul, and the Industry Week Award by companies outside USA in 2001, price and award winner in EFQM competition for three consecutive years, the Best Human Resources Initiative Award for the initiative in the area of Resourcing Strategy by KPMG in 2006 and the National Quality Award of Business Excellence by the Ministry of Development in 2008



The EFQM Excellence Model



RADAR LOGIC

