

AFRA SARAH

CONCEPT CREATION & PRODUCT MANAGEMENT.

FREELANCER

SERVICE

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Portfolio & Assortment analysis ... Creation of a new development/line roadmap
... Market analyses ... Brand positioning (heritage, values, DNA, roots...) ...
Creation of technical briefs for new product development or product
optimisation (industrial designer, graphic designer, technical department,
development & IT partner) ... Coordination of the product realisation with
suppliers & partners ... Creation of the communication and sales presentation
(key story, features and benefits, photoshooting, product training with clients and
internal/external sales department) ... Creation of sales templates & calculation
sheets ... coordination of certification ... coordination of packaging concepts ...

... & more.*



Development Focus

.. simple'
.. functional'
.. cost efficient'
(not over engineered,
like reduced number of
patterns)

.. sustainable'
(reduced packaging, low
power consuming
material, cradle2 cradle
processes)
.. durable
constructions'

.. safe'
(strong threads, seams,
materials)
.. clean & hygienic'
(material which doesn't
absorb dirt..)

.. icons'
(visualize features &
make it understandable
for everyone)
.. directed'
(addressed to the right
users)

.. innovative'
(smart technology &
cooperation with old-
school needs:)
.. surprising

PRAGMATIC |
PRACTICAL

ECOLOGICAL |

PROTECTION |
SUPPORTING

COMMUNICATIVE

PIONEERING