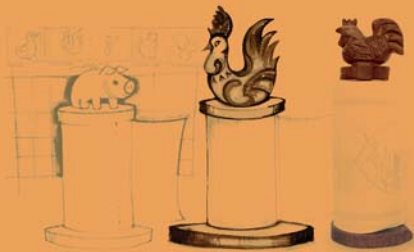




SIAMMANDALAY



# PRODUCT DEVELOPMENT

From concept to completion, we deliver.

## OUR SERVICES

At SiamMandalay, one of our primary areas of expertise is product development. Using a variety of traditional and contemporary mediums, SiamMandalay develops unique products for our customers.

Enhance your product development ability by taking advantage of SiamMandalay's comprehensive array of development and sourcing capabilities. Our integrated approach enables our design and development teams to work concurrently, greatly reducing development time and accelerating your product's market launch. Our world class customer service ensures clear and prompt communication eliminating many of the complications and hurdles often associated with developing products overseas. We are dedicated to exceeding your expectations.

Whether you need a new product or an entirely new product category, SiamMandalay goes the extra mile to reduce time, reduce cost, and reduce risk while delivering exceptional products.



## OUR PROCESS



### Conceptualization

To proceed smoothly, we interact closely with you to identify your target consumers, their product needs, key price points and, of course, the product category for which you wish to develop new products. Once these details are established we only present concepts that are consistent with your product goals. This phase also includes a budget projection that estimates costs of product development. Should you have specific needs that you have already developed we can move straight to the prototyping phase.



### Brainstorming

Based on the key information collected during the conceptualization phase, our Design Team is now able to present several general product, design and aesthetic concepts using digital imagery and hand sketches. Once submitted and reviewed by you, we can make modifications with the aim of establishing your product.



### Prototyping

With clear objectives established, we next develop product prototypes. Prototyping allows us to explore various production methods and alternate materials. It also enables us to uncover and solve potential production problems at an early stage that could cost time and money. Fine tuning aesthetic and functional details also occurs now.

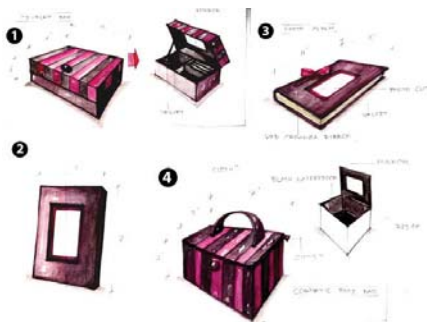


### Implementation

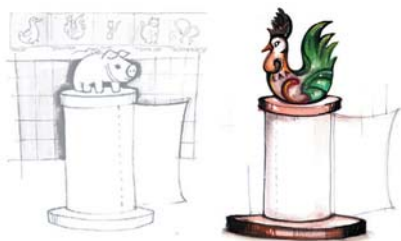
Upon successful completion of the prototyping phase and following your acceptance and selection of the specific prototypes, we then proceed with manufacturing. Your products are closely monitored for quality and consistency. Clear production schedules are established with the aim of delivering initial product stock to you for channel launch.

## SELECTED WORK

### ● Silk



### ● Woodcarvings



### ● Terracotta





While SiamMandalay's heritage is rooted in far away lands, the cornerstone of our relationship with the village craftsmen and locals who create the magic we call products is very much rooted on the values found right here at home. We have an unwavering commitment to fair and equal employment opportunity with wages & employment conditions that reflect the universal human desire to continually progress and expand both economically and intellectually. Simply, we exceed the best workplace standards for employees. For further information on our workplace programs and commitment to staff and environment alike please contact us!

**" Let Us Help Build Your Next Winning Line "**

For more information, please contact:



**Siam Mandalay Company Limited**

25/1 Moo 2 T. Pabong, A. Sarapee, Chiang Mai, Thailand 50140

Phone: 66.53.263.350 Fax: 66.53.249.854

E-mail: [info@siammandalay.com](mailto:info@siammandalay.com)

[www.siammandalay.com](http://www.siammandalay.com)