## **Integrated Solution Programs**

# Gain a World-Class Accessory Program Without Diverting Your Resources

Successful organizations focus on what they do best, and find experts to provide sustainable strategic advantage. The category expert in mobile computer accessories is Targus. Leveraging its range of full-process technologies to manage the value chain effectively, Targus will fulfill your turnkey solution goals.

Swift efficient problem resolution critical to and is business. any That's whv Targus offers of innovative range solutions that deliver increased profitability commercial, to your and consumer lifestyle markets.

#### Value Add Activities

Sometimes the best solution is a low-touch business model - the timely delivery of the right product at the right price. Often, closer integration and alignment of our resources to your strategic vision is required.

#### Market Intelligence

Trend Analysis
Scenario Planning
Gap Review
Customer Intimacy
Understand Product
Identify Opportunity

#### Product Development

Concept
R&D Sampling
Design (cases)
Source (accessories)
Feasibility Review
Certify

# **Supply** Chain

Forecasting
Production
Warehousing
Logistics
Deliver
Warranty

### Demand Generation

Marketing Support Sales Training Lead Generation Web Site Links On-site Advocates Track & Review

Targus can provide you with market intelligence, product design & development, global supply chain management and pro-active demand generation support.

Expand the scope of offerings to your clients, and extend your resources beyond current organizational boundaries. The raw financial benefits of a successful Targus-led category program are significant.

