

# **CHALLENGE:** to be a creative laboratory

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**BIOK**  
LABORATORIJA

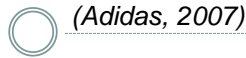
## **VISION**

to be a creative laboratory

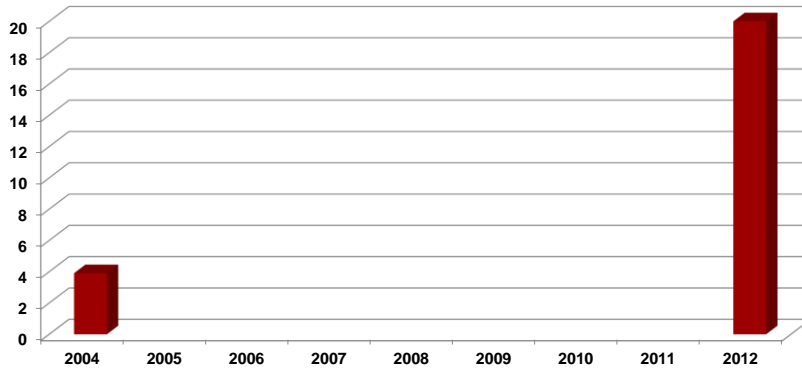
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## **PRINCIPLE OF ACTIVITY**

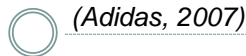
to take what is best in the nature and apply that  
for human beauty



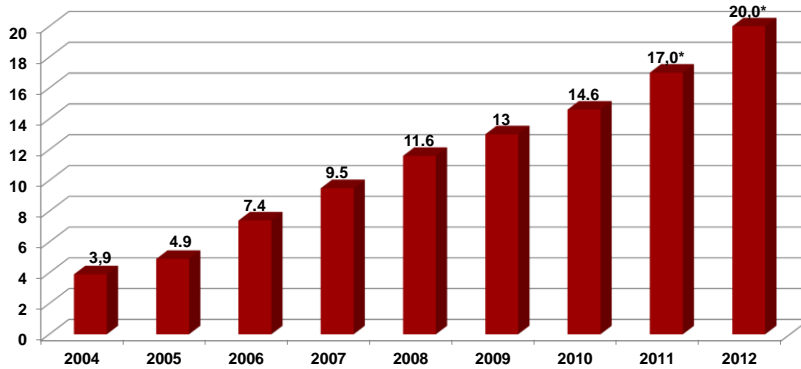
Turnover, LTL (millions)



BIOK laboratorija was established in 1991



Turnover, LTL (millions)



\*- accounting policy changed slightly in 2011

## **WE TRY HARDER**

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*(Avis, 1962)*

## **WE TRY HARDER**

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*(Avis, 1962)*

**YES**, our manufacturing capacity  
might be smaller,

**BUT** we are more flexible.

**YES,** our laboratories might be smaller and maybe less modern,

**BUT** we create purposefully.

**YES,** our creams are not advertised by celebrities,

**BUT** our products represent their selves well.

## WE TRY HARDER

*(Avis, 1962)*

**YES**, maybe our marketing budgets are smaller and our products are rarely seen in TV screens,

**BUT** we are original.

## THOUSANDS OF POSSIBILITIES. GET YOURS.

*(Best Buy)*

**TRADITIONAL VIEWPOINT**

**INNOVATIVE VIEWPOINT**

**BIOK laboratorija**

Competing in the existing market

Creating a new market space

Introducing natural products into the market

Win over the competitor

Make competition irrelevant

Lithuanian origin

## TO DESTROY THE MYTH

11



## ANALYZE EVERY DETAIL

12



## THINK DIFFERENT

(Apple, 1990)

STEREOTYPES	HOW TO FIGHT THEM?	BIOK laboratorija
'It is good the way it already is'	Evoke the need for change	→ inter-departmental exchange  <b>EXAMPLES:</b> 1. all BIOK laboratory administration employees go to the POS to consult clients 'right next to the shelves' 2. ladies from marketing dep. go for some hours to the packing line
'Nobody does it this way'	Look for inspiration	→ follow the original examples of success

## THINK DIFFERENT

(Apple, 1990)



**Black whitening toothpaste  
with black charcoal and Teavigo™**

# THINK DIFFERENT

(Apple, 1990)



# THINK DIFFERENT

(Apple, 1990)

STEREOTYPES

HOW TO FIGHT THEM?

BIOK laboratorija

'We have already tried this and it didn't work'

Remove the fear of making mistakes

→ we consider the unsuccessful tests or projects as lessons

'It's impossible'

Ideas go first, materializing them is another step

→ the 'Strong Mind' theory



## JUST DO IT

(Nike, 1988)

- N° 1.** The leader is always right.  
**N° 2.** If the leader is not right, see rule N° 1.

If Toshiba employees would have followed such rules, it is possible we would not have such thing as laptops yet.



LEADERS, consider the **alternative costs**,  
i.e. how many profitable ideas you have already missed and how many can be missed in future.



17

**FLYING – NO FALLING vs.  
NO FLYING – FALLING**

*Where to put the 'NO'?*

18

**THANK YOU FOR YOUR  
ATTENTION.**

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