









































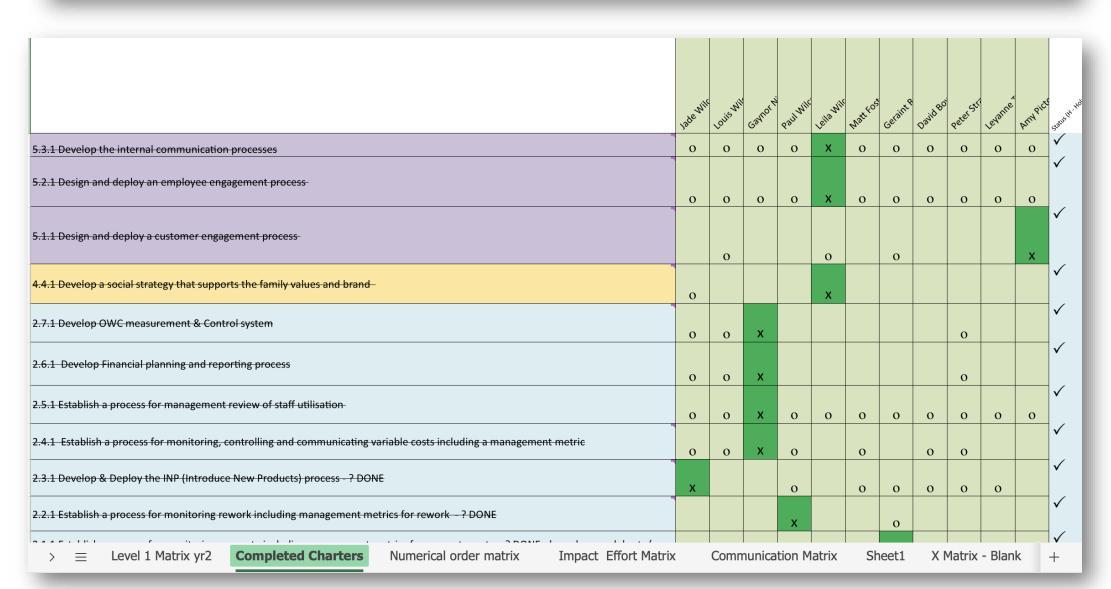




These images are of our Hoshin Matrix, how we manage our strategic plan

 2.1 Investigate and create an ongoing process for studying more modern & environmentally friendly process. 1.2 Develop a company wide strategy and protocol for managing electric vehicle technology, incorporated the process of the process of the process of the process. 5.1 Develop a monthly WLT process to decide our influencing strategies i.e legal & political, (VCA, Ap.) 	
1.1 Develop an environmental strategy	rating servicing sales and production
	rating servicing, sales and production.
5.1. Develop a monthly WIT process to decide our influencing strategies i.e.legal & political (VCA, An	
3.1 Develop a monthly ver process to decide our influencing strategies he regard a pointed, (vor, mp	provals/ Low emission zones).
4.1 Develop a strategy of communication and relationship development to our supplier base	
3.1 Develop the internal communication processes	
2.1 Design and deploy an employee engagement process	
1.1 Design and deploy a customer engagement process-	
4.1 Develop a social strategy that supports the family values and brand	
3.1 Develop the strategy to achieve IIP Gold	
2.1 Develop an apprenticeship scheme utilising outside funding (start in manufacturing but develop in here possible.	t to be business wide) utilising funding
nere possible. 1.1 Understand what future competencies the business will need and develop and deploy a strategy to develop it to be business wide).	to address any gaps (start in manufacturing
2.1 Develop a business diversification strategy for ESV using existing facilities and competences	
1.1 Develop a business diversifaction strategy (outside of funeral market)	
7.1 Develop OWC measurement & Control system	
6.1 Develop Financial planning and reporting process	
5.1 Establish a process for management review of staff utilisation	
4.1 Establish a process for monitoring, controlling and communicating variable costs including a man	ragement metric
3.1 Develop & Deploy the INP (Introduce New Products) process - ? DONE	
2.2 Develop the manufacturing processes (value stream map, quality circles, cost saving group etc) - 3	P DONE move VSM to BMS
2.1 Establish a process for monitoring rework including management metrics for rework - ? DONE	
1.1 Establish a process for monitoring warranty including management metrics for warranty costs \sim ? e learnt?	DONE - how do we celebrate/ what have
7.5 - Develop a growth strategy with % targets how much extra revenue do we want, then deploy.	
7.4 - June 2021 update - Develop the marketing & sales system	
7.3 Develop Continual Improvement (CI) System	
7.2 Develop Materials Requirement Planning (MRP)process and deploy	
7.1 Develop deployed process system QMS (Inc NPI, VSM and Standard work)	
6.3 Develop & deploy technology roadmap (tech for products and process)	
6.2 Develop & deploy master production schedule & capacity planning / management process	
6.1 Develop manufacturing strategy for the next 5 years (i.e facilities required, processes, machinery	у)
5.1 Develop an International strategy, then deploy it into daily management.	
4.1 To develop & deploy a product diversification strategy within the existing funeral market	
3.2 Develop a post purchase strategy & process	
3.1 We have a marketing strategy (Inc all aspects within Wilcox Limousines Family of Businesses)	
2.1 Develop a strategy for products at all price points-	

i									
х	1. Grow the business								
	2. Optimise costs through efficiency improvements								
х	3. We will diversify the business to create robustness		٦	Го b	e th	e be	st		
	4. Develop our people	coa	ich	buil	der i	in the	e wo	orld	
	5. Improve communication								
	6. Develop more innovative technology and processes to enhance our environmental & ethical credentials								





S.P 1.2.1 Develop a strategy for products at all price points

(‡)		
	Project Sponsor	Jade Wilcox Webb
	Team Leader	Louis Wilcox
	Project Title	1.2.1 Develop products for all price points 3.3.1 Develop a green product line strategy
	Date	20/07/2020
	Issue	V1

1. Problem Definition and Purpose

What is the problem or outcome you do not like? What is the project trying to accomplish? Which process gives this output? What measure will show any improvement? What is the present performance? What is the goal performance? What is the timing for reaching this goal?

The Wilcox 2022 strategy identified as a 'critical enabling factor for market development' that we have a broader range of products across multiple price points.

We need to develop a 5-year product horizon. 1-2-year medium term that recognises Wilcox ability to introduce new products and a 2-5 <u>years</u> outlook other new models.

Must include a range of environmentally considered products for both the UK and International markets.

This will enable the business to identify and prioritise NPI projects that will deliver growth and satisfy our <u>vision</u> To be the best coachbuilder in the world'

A key deliverable will be a product plan that identifies product introduction, maturity and phase out and have a projected cash flow plan.

2. Business Case (Issues to be addressed/process to be improved)

What impact is this problem having on our customers/the business/employees/the environment?
Why is this a priority? What are the key deliverables to be expected? What other indirect benefits may arise from this work?

We are currently over dependent on one product. This is making us hostage to OEM actions. We do not adequately plan to predict changes in the Market, OEM behaviours, etc. This makes us vulnerable to changes at a Macro and Primary level.

We cannot plan our funding requirements and as a result we cannot exploit our strength as a market leader. We are also reactive to our product and business <u>development</u> and we do not have a fully defined investment strategy.

Developing our Product Strategy will enable us to engage with our customers. in a positive and progressive manner. It will also enable us to develop our partner strategy & develop new markets (products and geographies) in a cost-effective way.

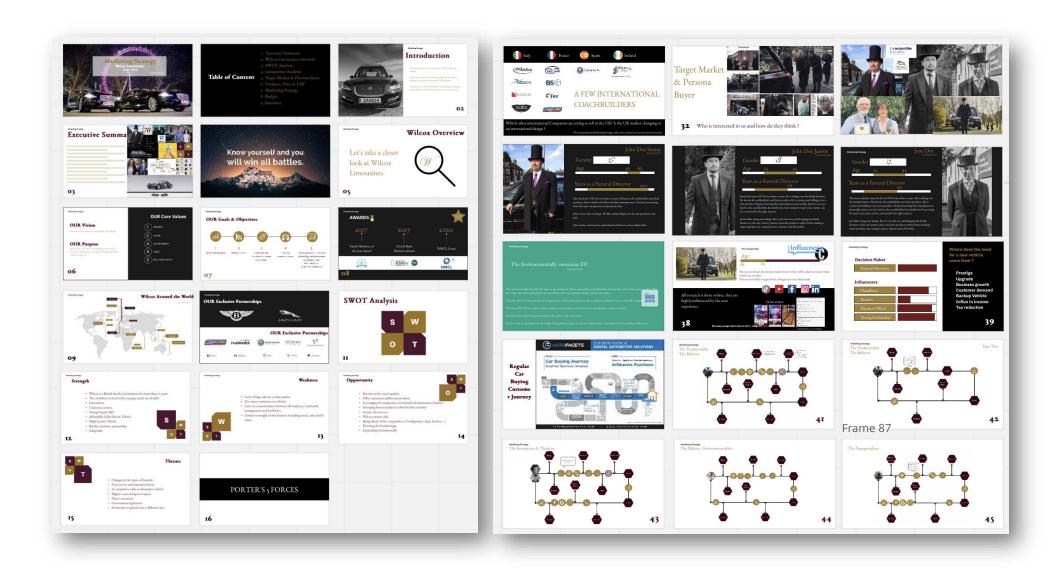
The process must be able to demonstrate that the plan is based on robust understanding of the market.

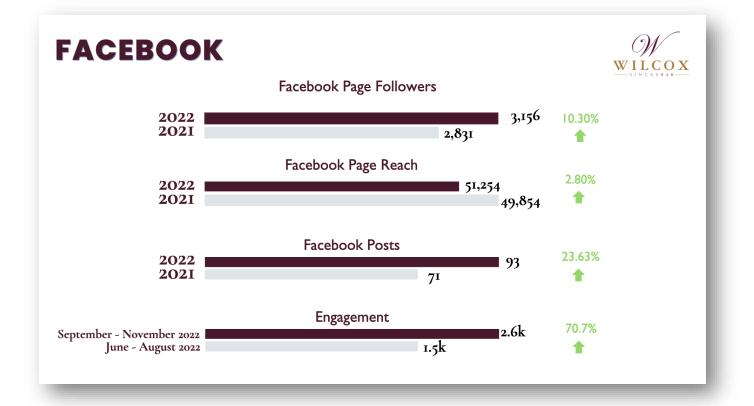
The process must be defined and deployed as part of the Wilcox BMS.

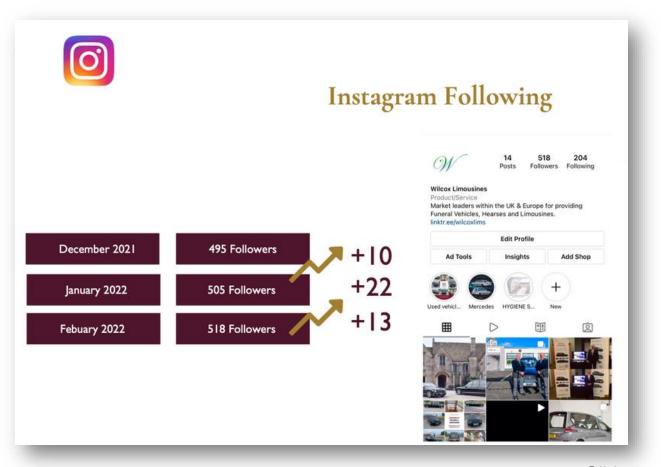
3. Key Players		4. Scope						
Who are the Sponsor/ Te	am Leader/Team Members/	Which area/department within the organisation or						
Other Key People who no	eed to be involved?	product/market segments/customers is to be covered?						
		What is out of scope?						
Sponsor	Jade Wilcox Webb	All areas of the Wilcox Limousines business.						
Team Leader	Louis Wilcox							



S.P 1.3.1: These images are of our Marketing Strategy



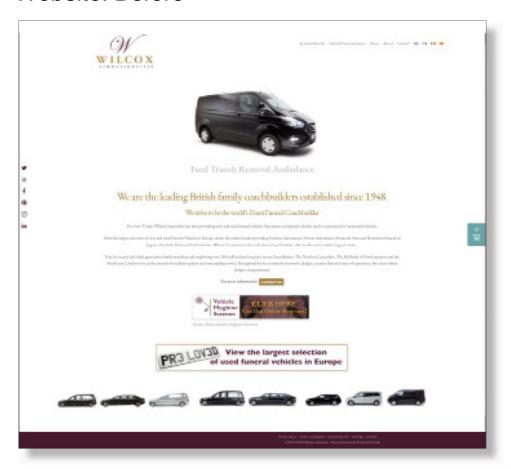






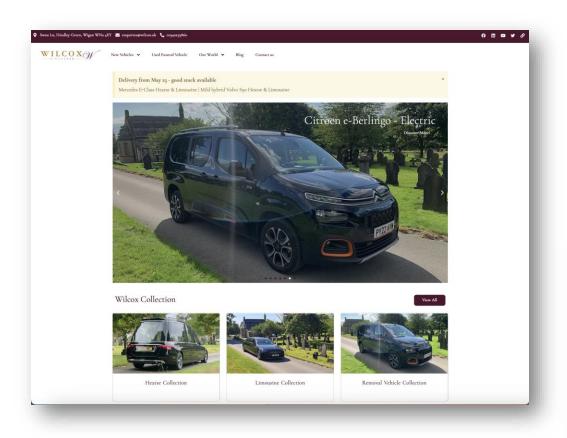
S.P 1.3.1: These images are of our Marketing Strategy

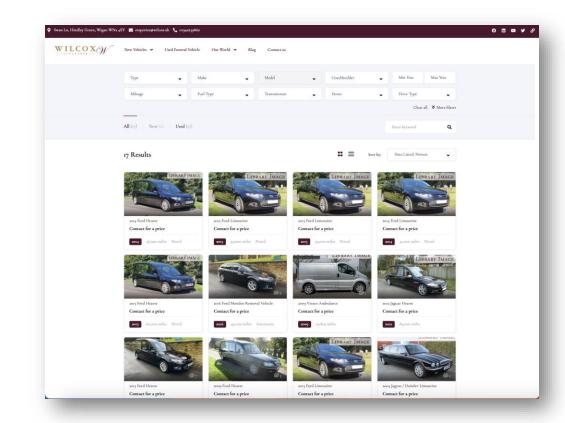
Website: Before

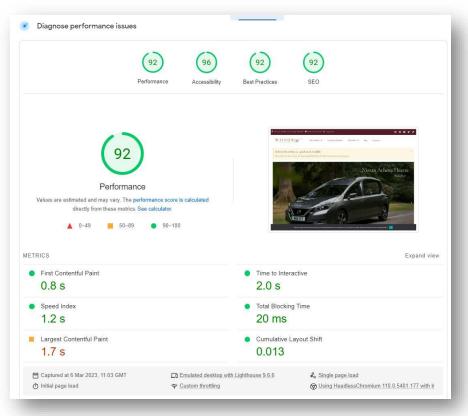




Website: After



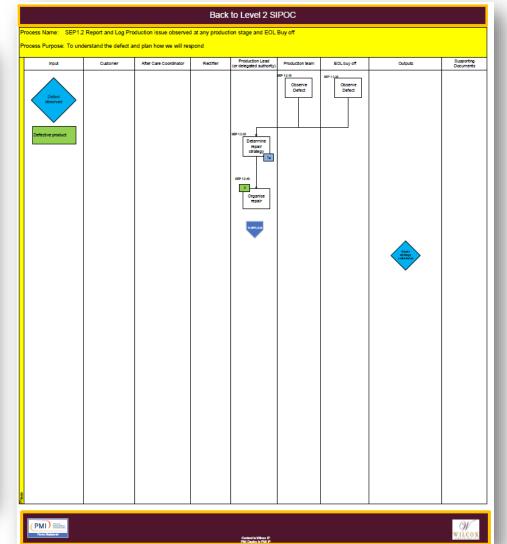


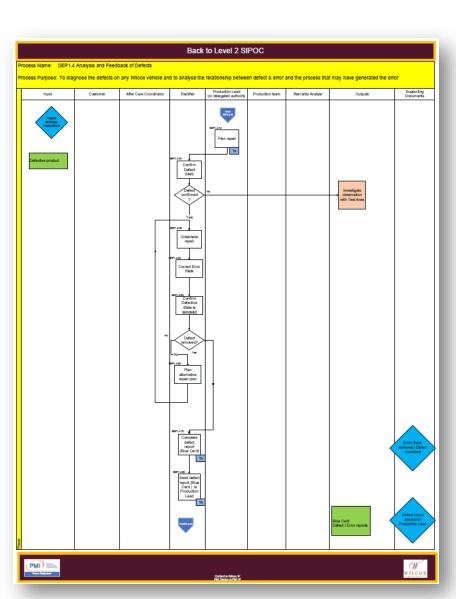




S.P 2.1.1: Establish a process for monitoring warranty including management metrics for warranty costs

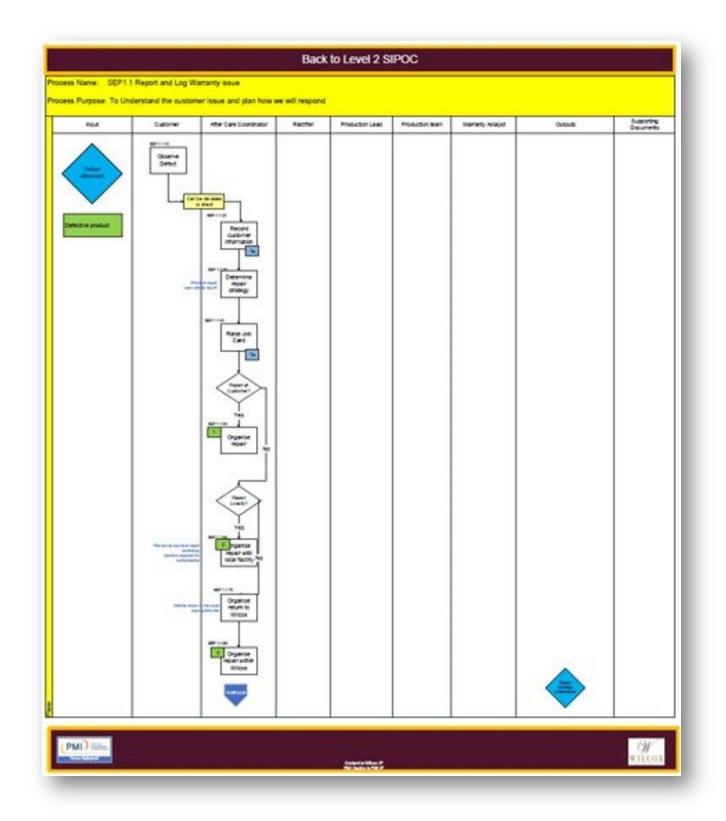


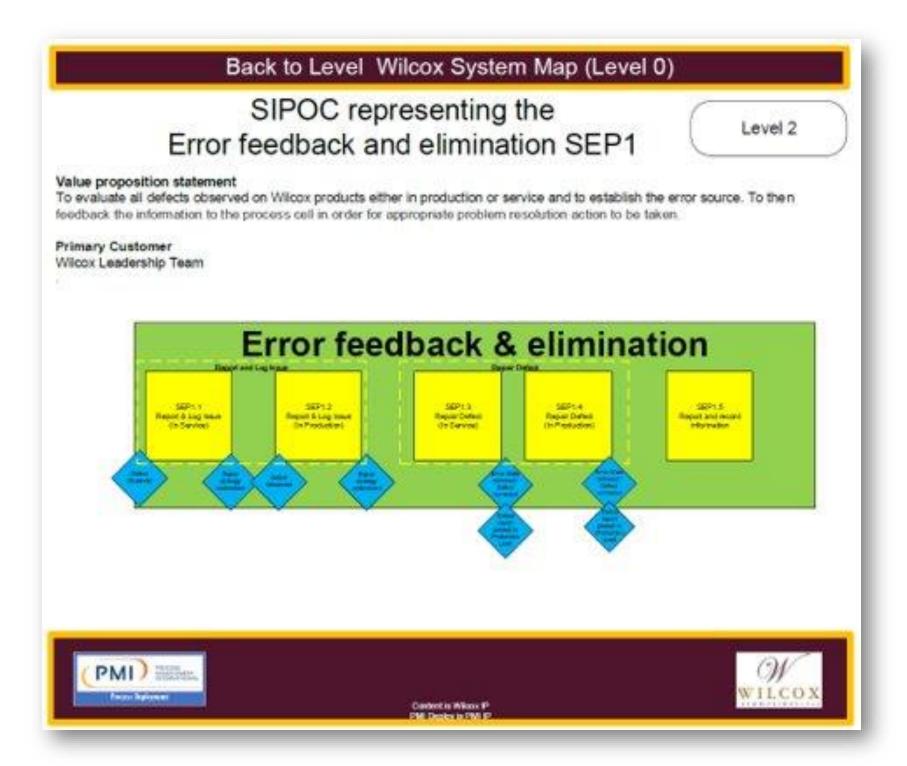






S.P 2.2.1 Establish a process for monitoring rework including management metrics for rework

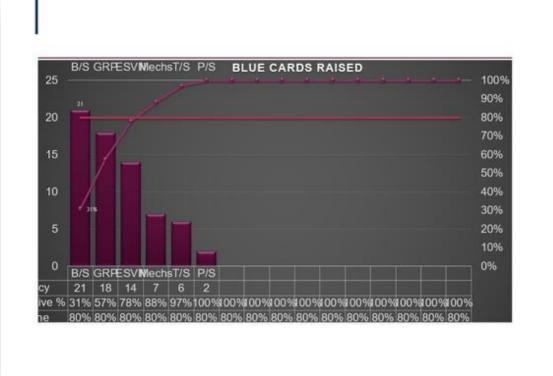


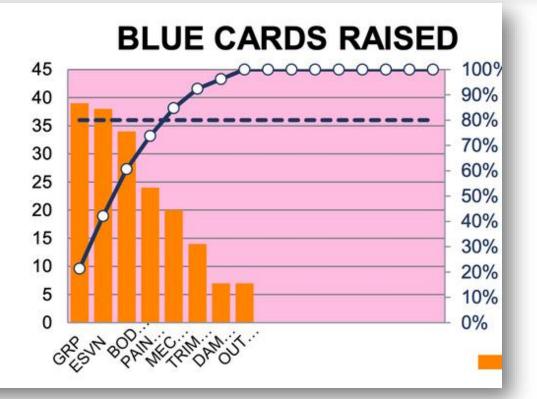




S.P 2.2.1 Establish a process for monitoring rework including management metrics for rework

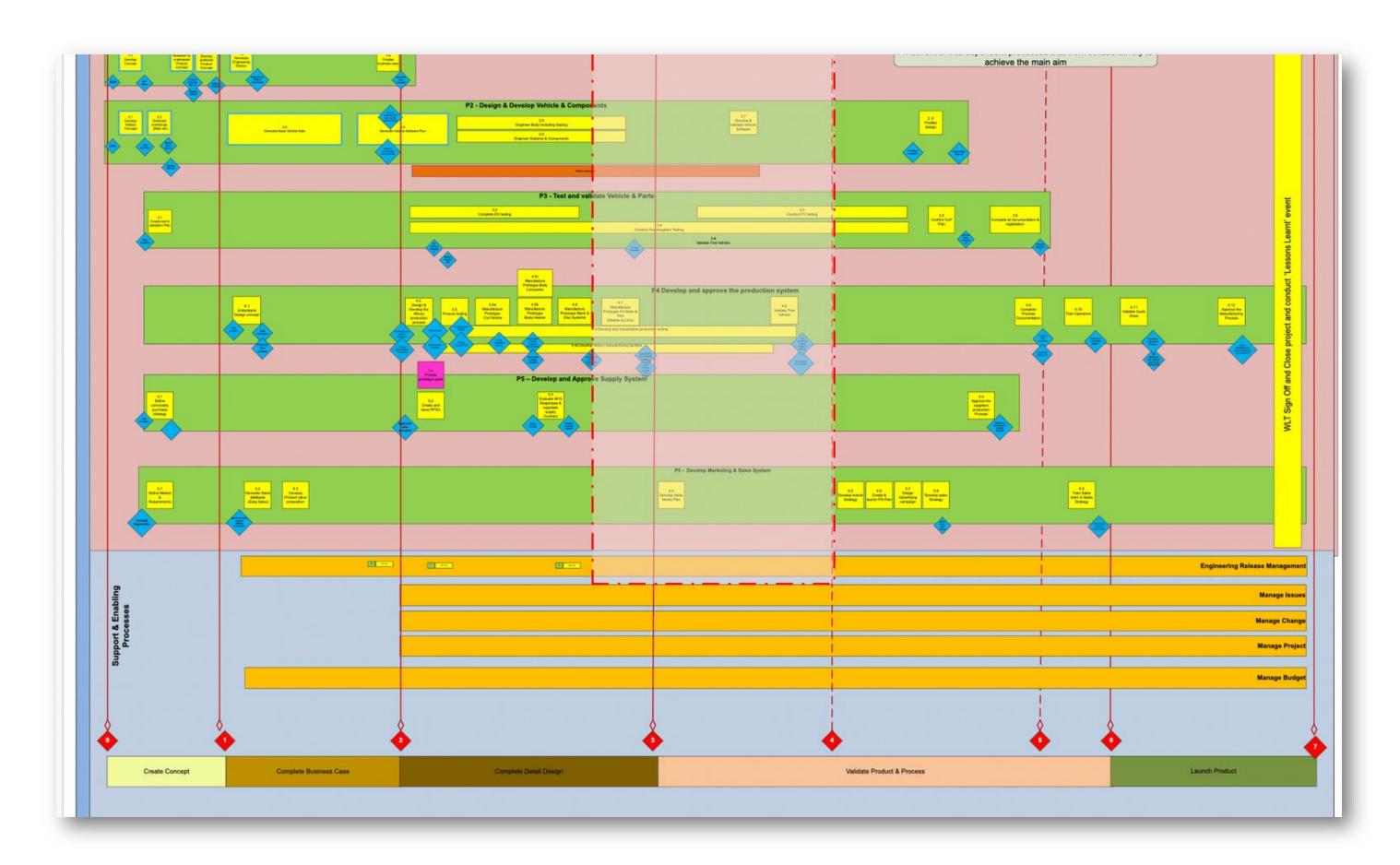
		rogress									
						D3 Cont act	ainment ion		D5 Actions		
8D Ref No	Opened on - Date	8D Lead (Name)	Defect Description	Process Name	Vehicle Model / Part No	Plan (Date)	Actual (Date)	D4 Root cause description	Planned completion date	D6 Verificatio n date	Overall Status
8D2	11/12/2020		White Nibs in Paint finish	Paint Vehicle	XJ Hearse	15-Dec		Airbourne contaminants	TBD	TBD	Open
8D3	10/02/2021	Mat Foster	Taper gap on Limousine boot	Assemble body sides	XF Limousines	10-Feb	10-Feb	TBD	TBD	TBD	Open
8D4	10/02/2021	lan Brown	Air Voids in GRP interior parts	Produce GRP	XF Lim and Hearse	10-Feb	10-Feb	TBD	TBD	TBD	Open
8D5	11/02/2021	Nigel Eckersley	TBD								



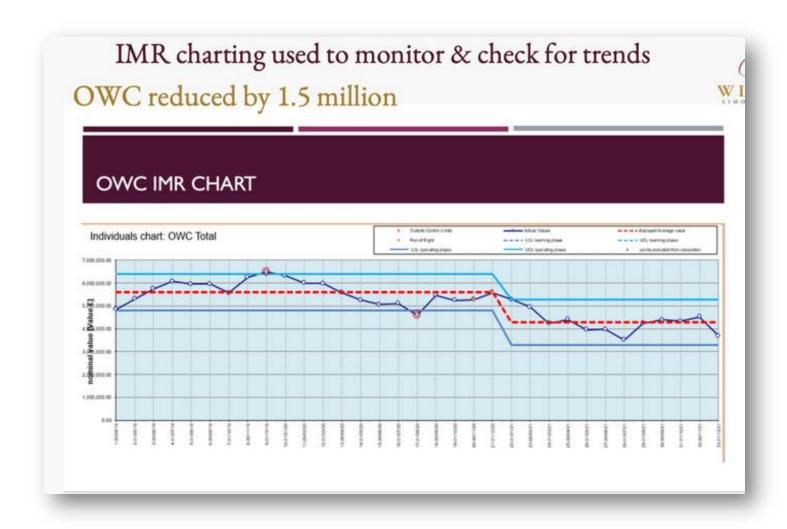


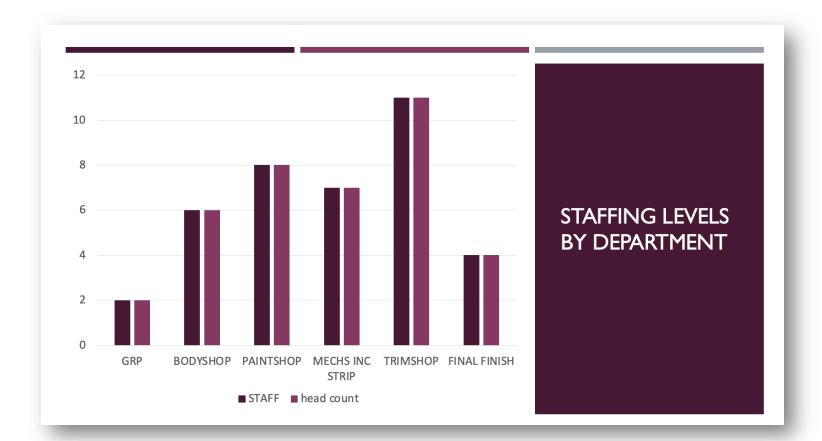


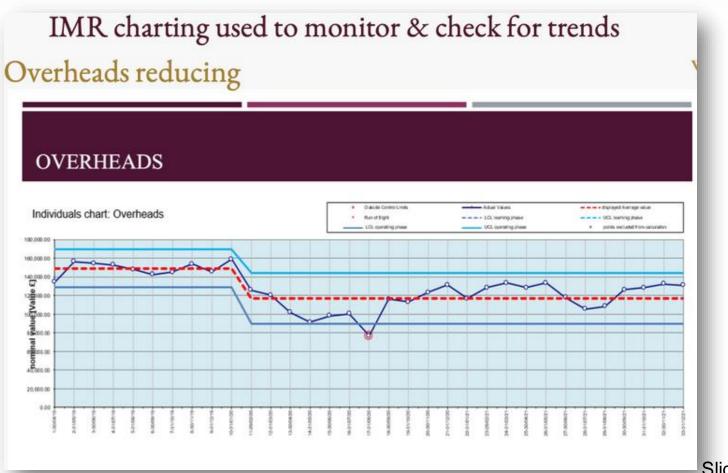
S.P 2.3.1 Develop & Deploy the INP (Introduce New Products) Process



- S.P 2.4.1 Establish a process for monitoring, controlling and communicating variable costs including a management metric
- S.P 2.5.1 Establish a process for management review of staff utilisation
- S.P 2.6.1 Develop Financial planning and reporting process
- S.P 2.7.1 Develop OWC measurement & Control System

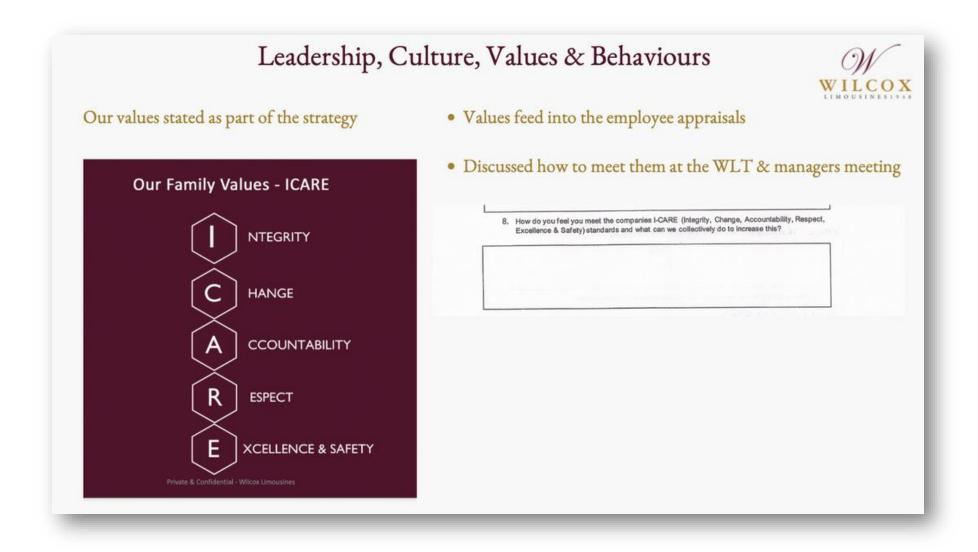








S.P 4.4.1 Develop a social strategy that supports the family values and brand



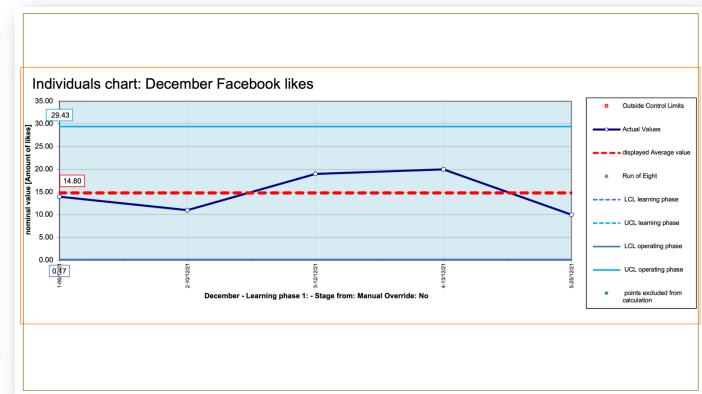




S.P 5.1.1 Design and Deploy a customer engagement process, this has resulted in a rolling increase in customer engagement on all social media platforms:







4.2.3 Barriers to purchase In this section the initial findings regarding barriers to purchase will be discussed, followed by deeper an analysis of range, then cost. The results confirm there are three main barriers to purchasing EVs for FDs, shown in figure 4.4. This question was set up so that respondents could answer more than once, enabling all problems to be captured, this does cause an issue with breaking the results into percentages as the number of responses is higher than respondents, meaning the percentages stated are not of number of respondents but number of responses. The results remain clear, with two core issues illustrated, that of range at 35% followed closely by cost 34%, with lack of infrastructure succeeding these at 23%. What would prevent you from buying an electric hearse? Figure 0.4, Barriers to purchase Range concerns can be understood further by exploring the results shown in figure 4.5 with a broad range of responses reflected. These are at completely opposite ends of the scale from the 18% believing they require a daily range of 300 miles or more, to 55% wanting a

funeral. Another explanation could be that FDs have little experience of EVs so they cannot accurately predict what range they require. This uncertainty would explain why range is rated highly as a barrier; FDs are perceiving it as an issue because of their lack of experience. The comments section also raised another issue not surveyed for but related to range FDs are concerned that the weight increase added to a vehicle when converted to a hearse will drastically reduce the vehicle's range.

What daily range do you believe an electric hearse requires?

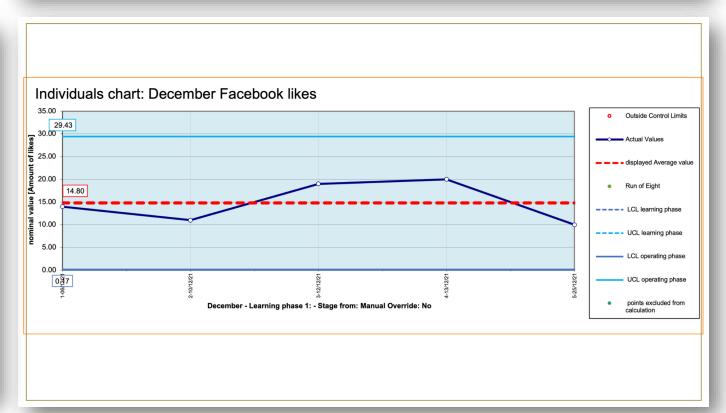
What daily range requirements of FDs

The costs of an EV hearse is another issue rated highly as a barrier to the purchase of EV hearses by FDs, currently the five main ICE models available in the UK cost between £95-140,000 with Wilcox's bestselling vehicle at the higher end. Figure 4.6, shows that FDs already have a large gap between what they wish to pay and what they are paying already for hearses. It can be assumed that as Wilcox's systems were used to distribute the link to the survey most who responded are their customers. The results show that 45% of

respondents want to pay less than £120,000 for an EV hearse which is actually less than

How much do you expect an electric hearse to cost and how much do you wish to pay?

E190-200,000
E190-180,000
E100-180,000





S.P 5.2.1 Design and deploy an employee engagement process

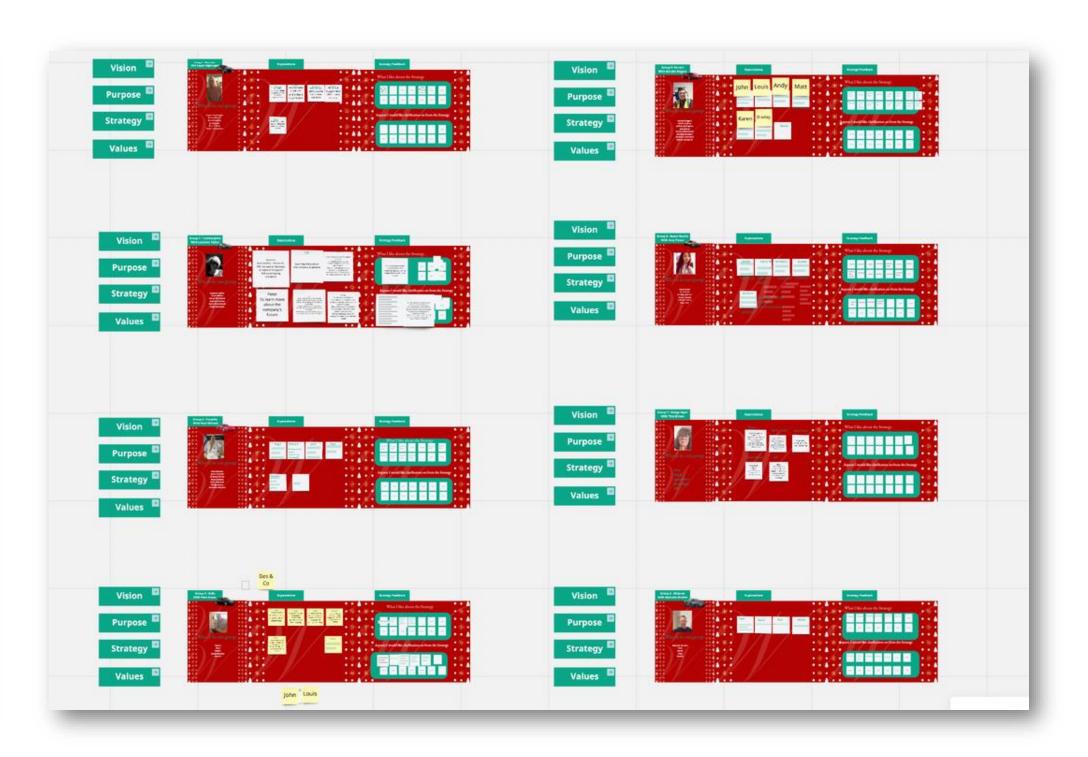






S.P 5.2.1 Design and deploy an employee engagement process



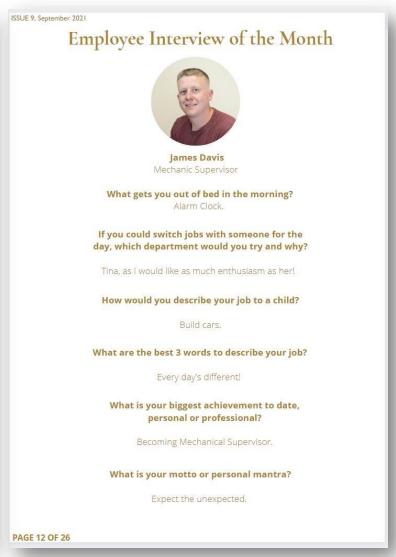


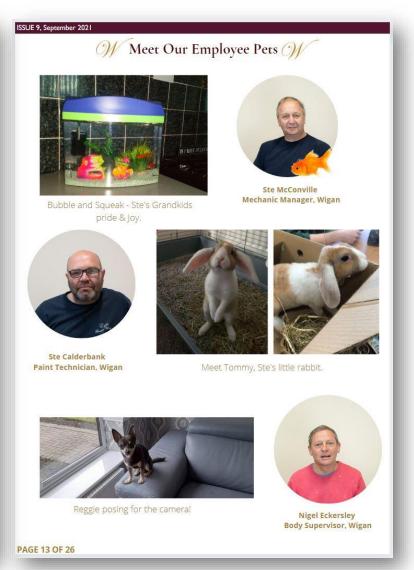


S.P 5.2.1 Design and deploy an employee engagement process



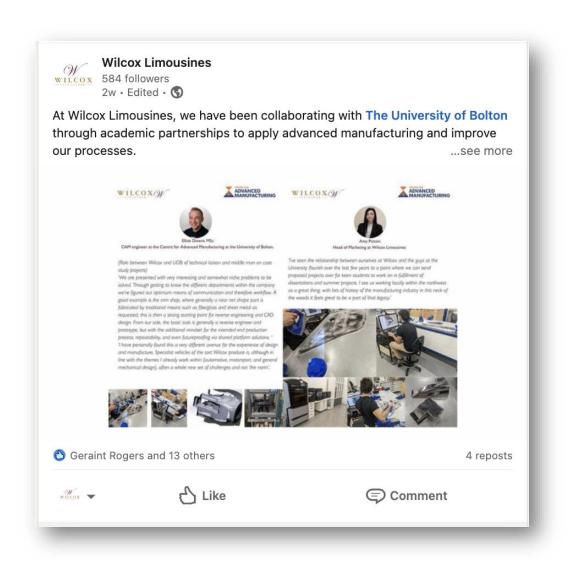








Engagement with interested parties (customers, suppliers and employees)



As of this time last year, we were still unsure about Covid lockdowns, and how we would continue to work and protect our families. What a difference a year can make.

Wilcox Limousines set out in 2022 to be steady and improve relationships with our current customers and suppliers. Our goal is to continuously improve...

Here are a few highlights of our achievements:

- Expand our vehicle collection with new models such as Bentley, Mercedes, and All-Electric Nissan.
- Participated in the NMCL training program that was rolled out throughout the company.
- Issued Monthly Customer newsletters through 2022 with the latest from the Wilcox Team.
- The Wilcox Team won the 2022 International Quality Awards
- Paul Wilcox won the SEIB lifetime achievement award.
 and so much more! 2022 was a challenging, but rewarding year, and 2023 will be even more exciting! Our clients are now receiving new products and better service than ever before!

Happy New Year everyone, let us all have a prosperous one.



How likely would you recommend us to a friend or colleague?
Highly

What do you like most about our vehicles?
Makes you build on. General design

What would you change to improve our vehicles?
Perhaps more under-deck storage access

What would your dream fleet be?
All electric

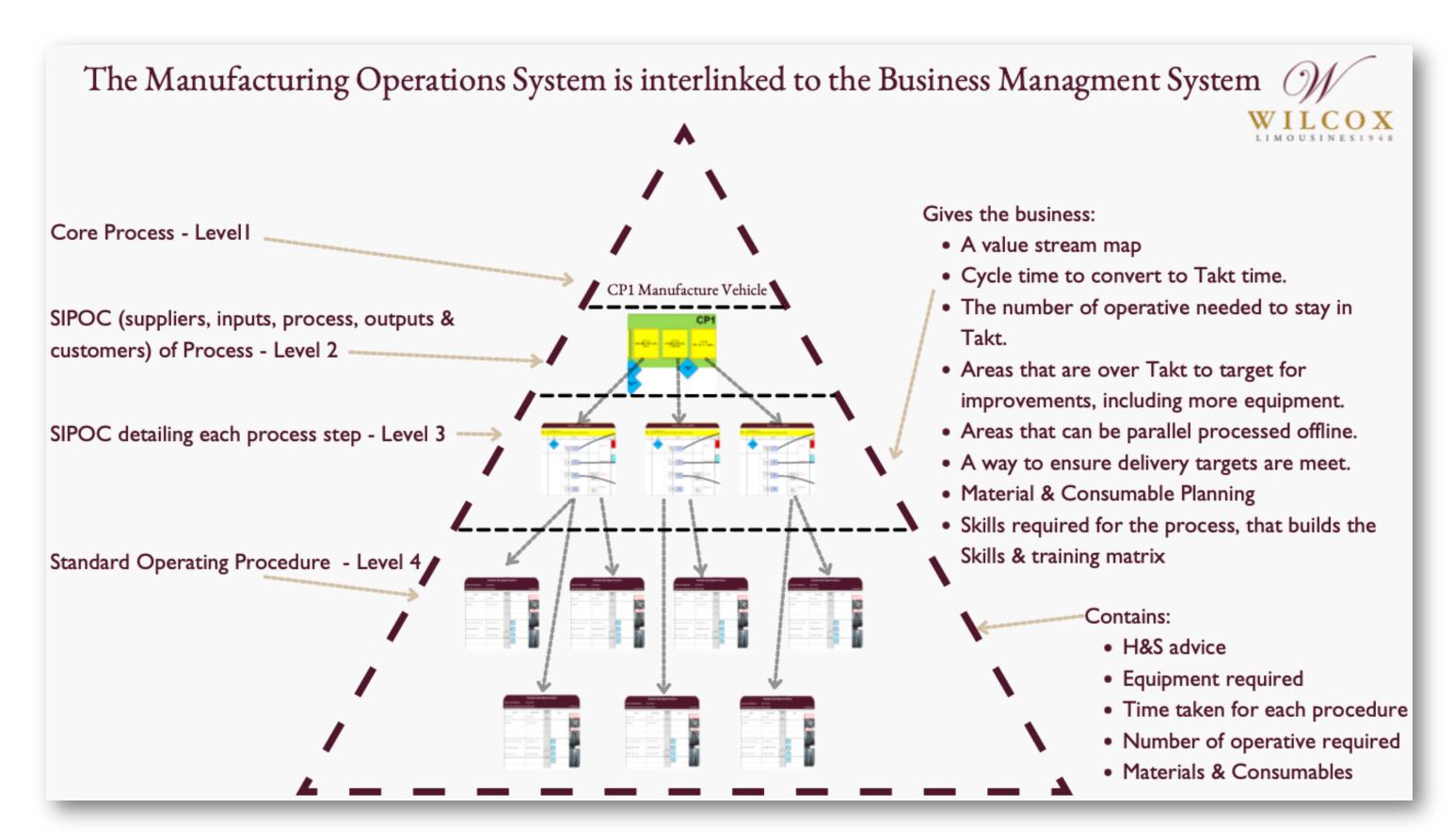
Overall, how would you rate our customer service at Wilcox?

Question skipped

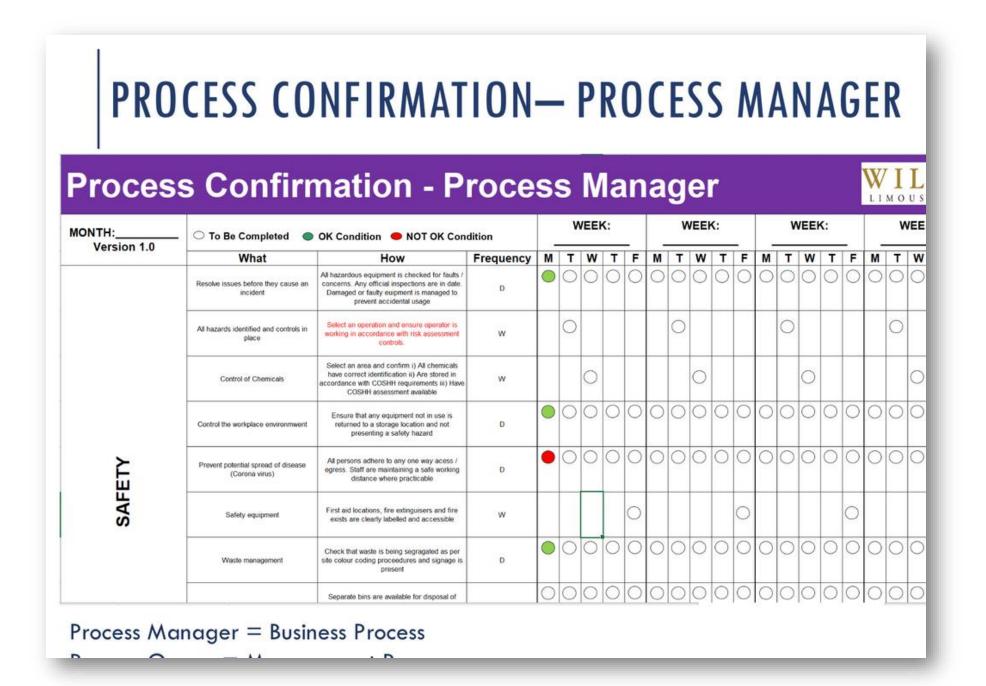
How would you like us to communicate with you?

Email

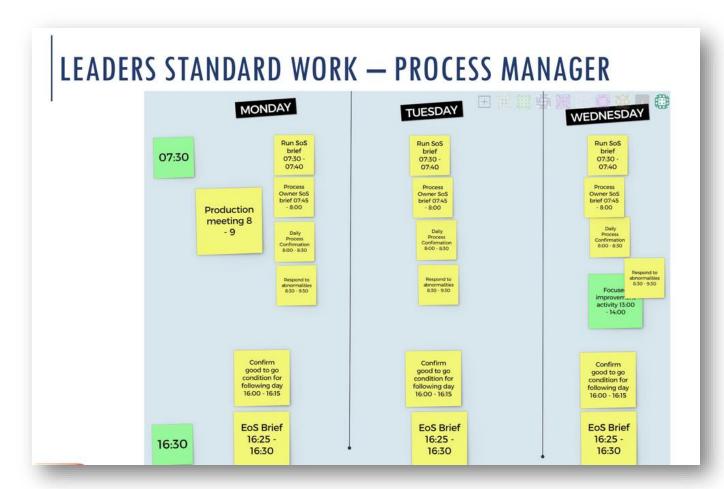




Training on managing processes and process confirmation

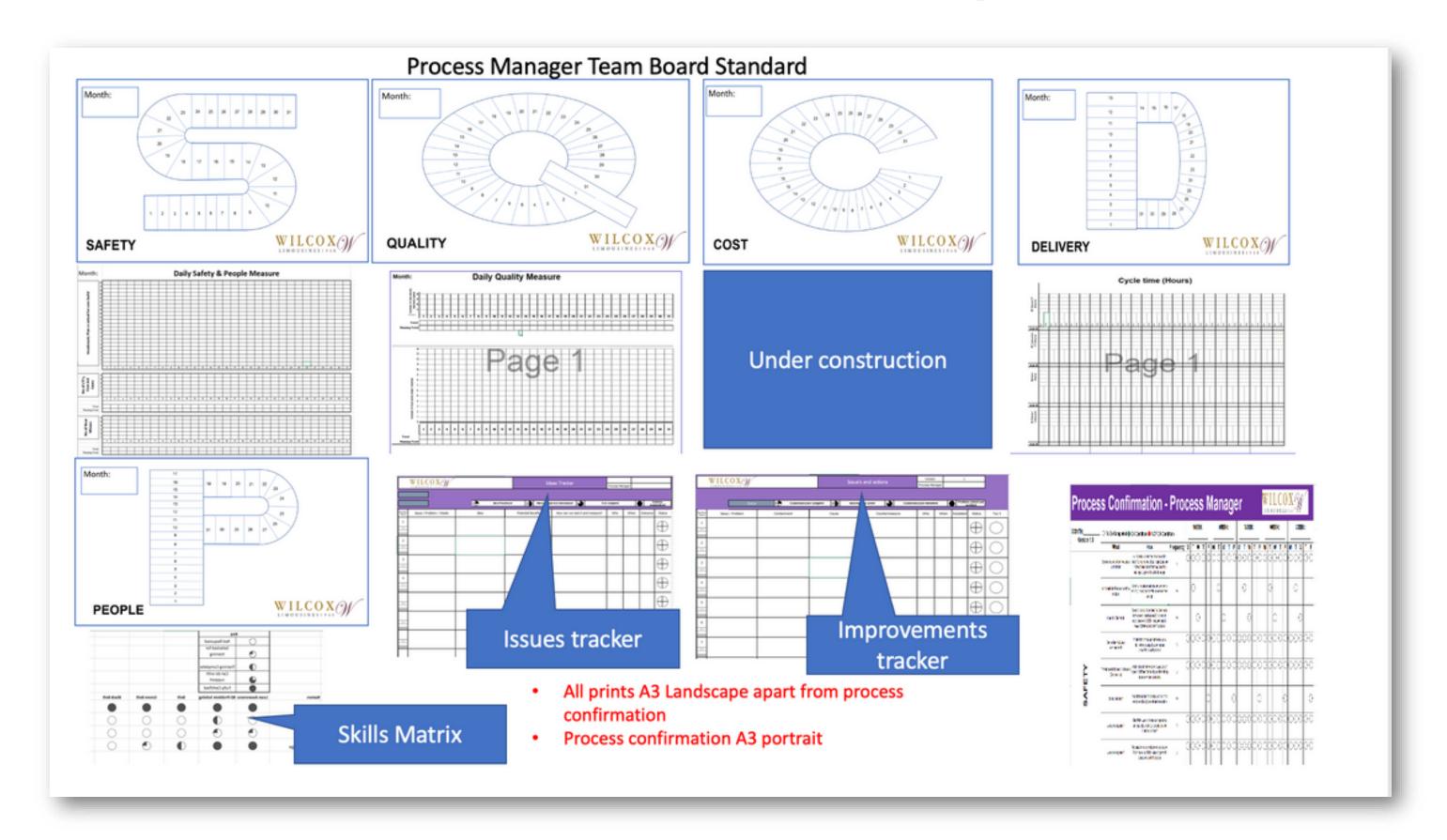






Process Name	Process Manager	Process Defined	Stake holder reg's.	Data Collection	Improve- ments	Quick wins	Process Standards	Confirm Schedules	Visual Mgt. Impl.	Review Process	Commen
Build body to chassis	Nigel Eckersley	(Mapped) Not Verified	Identified Yes	impl. Designed	identified	·	Impl.	Impl. Designed	Designed	Impl.	
Prepare for Primer	Adrian Womax	Not Verified	Not fully	Designed	Yes		No	Designed	Designed	No	
Apply Primer		Not Verified	Not fully	Designed	Yes		No	Designed	Designed	No	
Paint Vehicle		Not Verified	Not fully	Designed	Yes		No	Designed	Designed	No	
Build Electrical		Not Verified	Yes	Designed	Yes		No	Designed	Designed	hio	
Build Mechanical	Steve McConville	Not Verified	Yes	Designed	Yes		No	Designed	Designed	No	



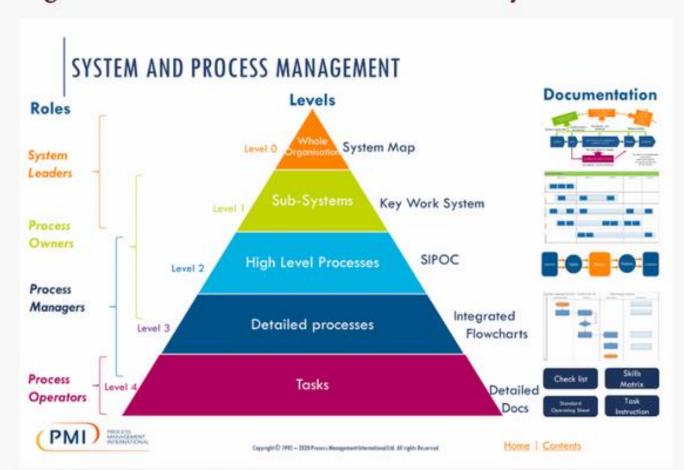




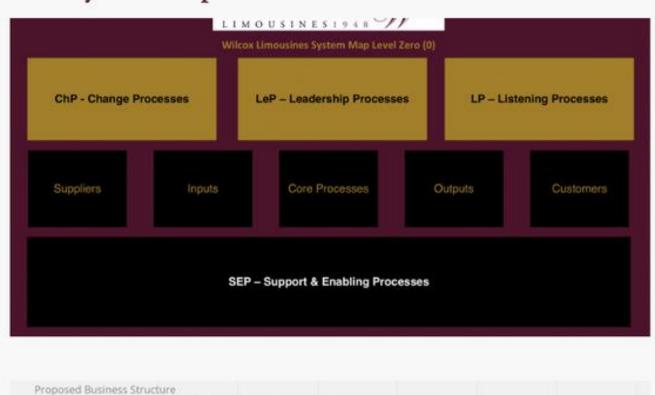
People, Capabilities & Organisational Structure



Organisational Structure & roles driven by the business management system map

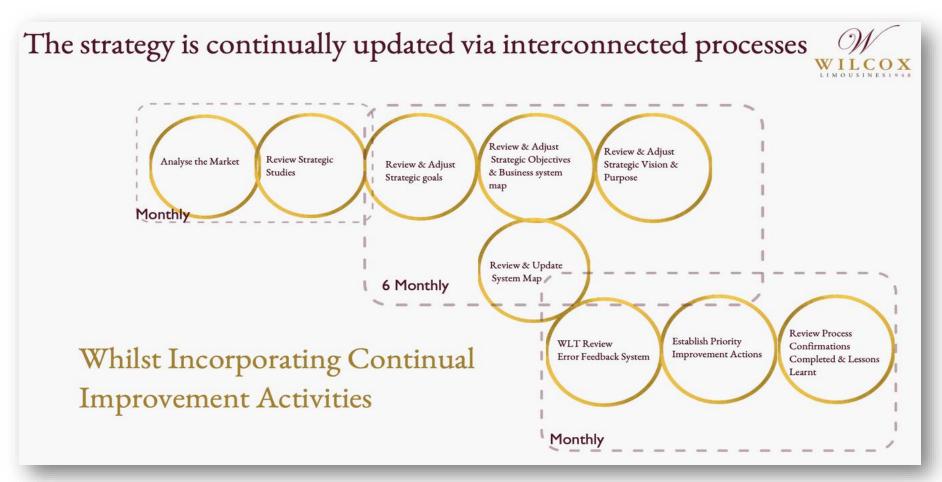


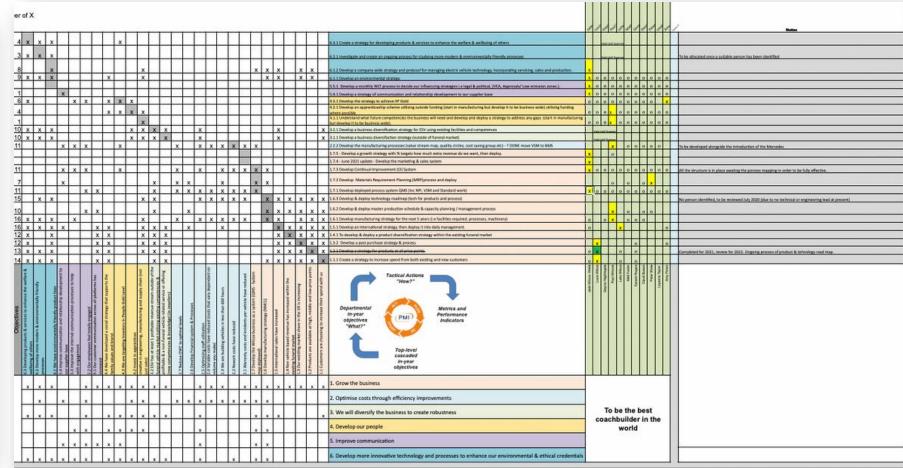
- Job roles planned & mapped out using the process map.
- Job description written out to reflect these roles (some people nay have several roles).
- Training has been done for all process owners & managers on how to run the system.







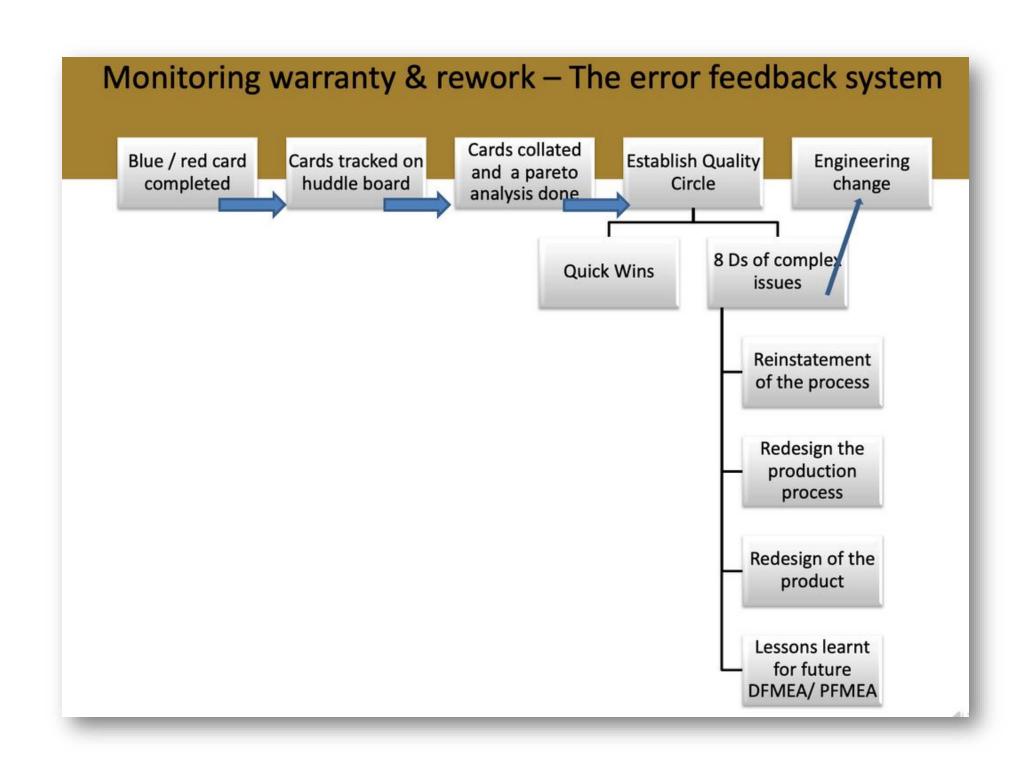


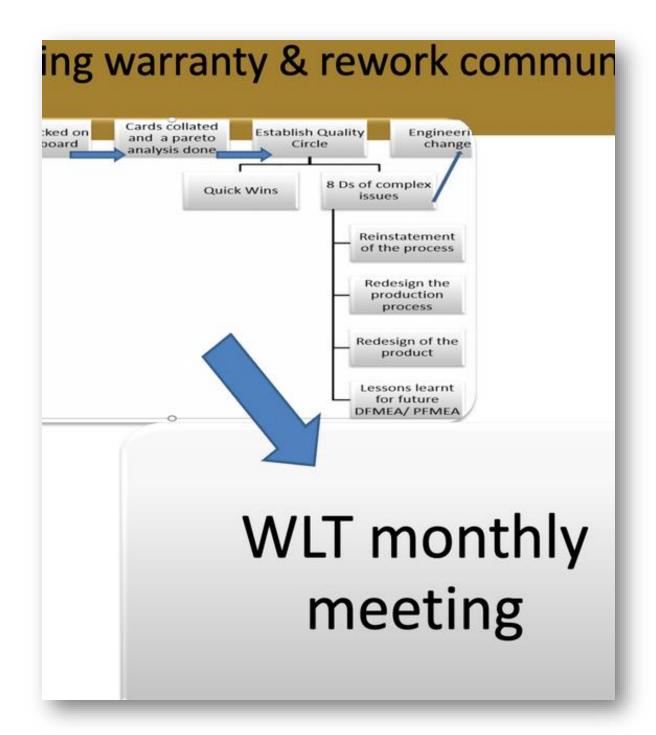












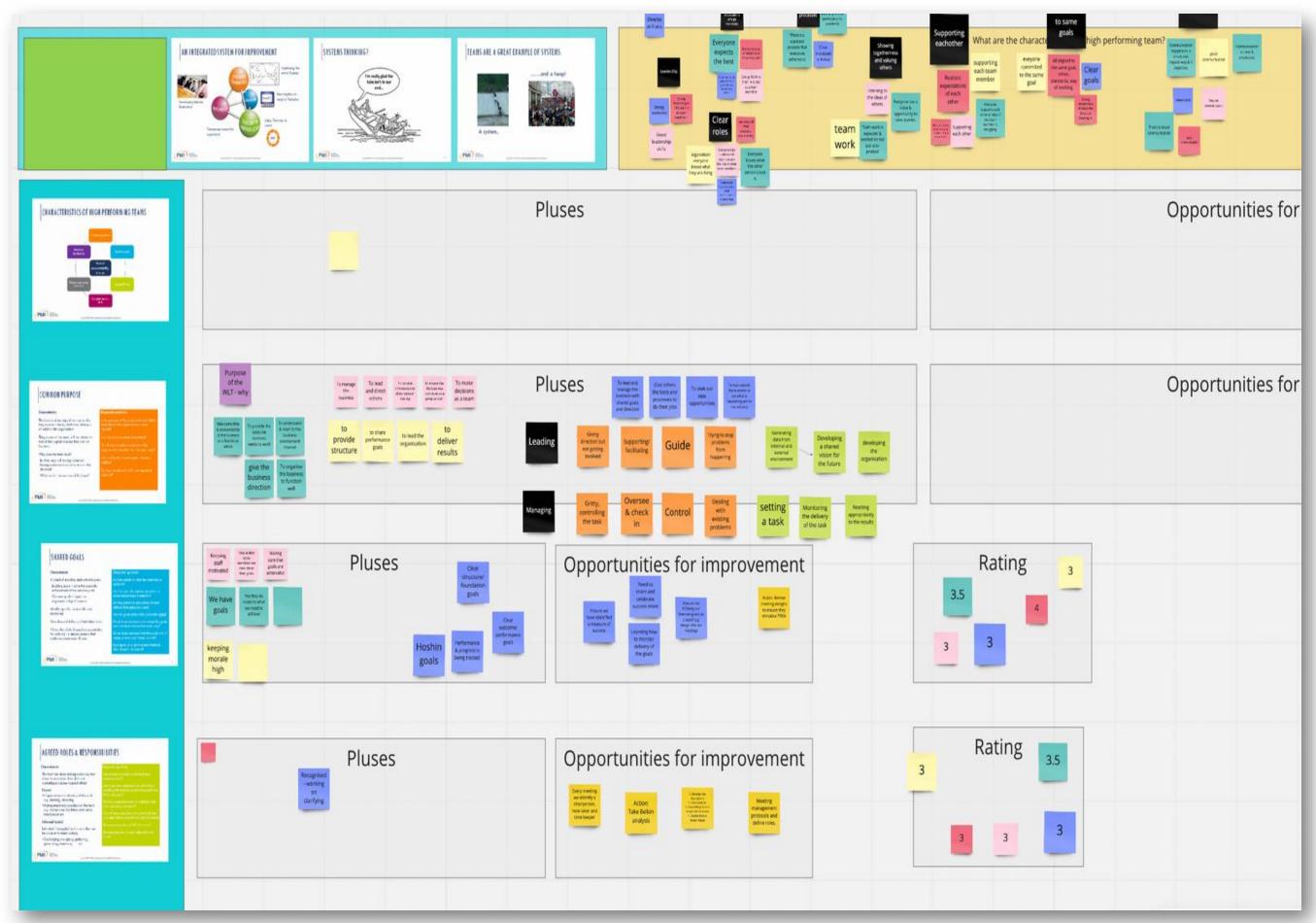
PDSA in action, helping the marketing team





Leadership training

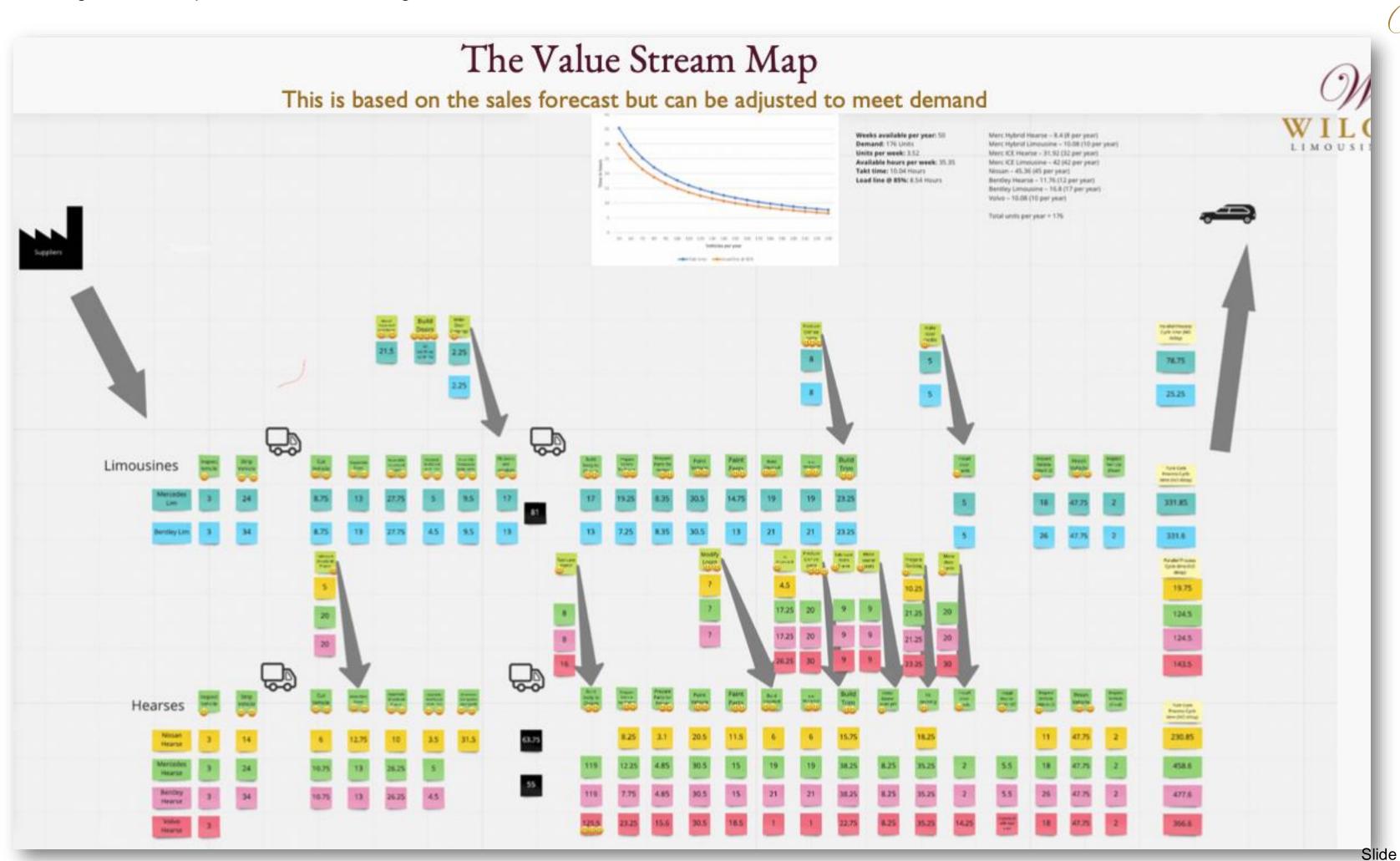






Weekly strategic report

Process Na	CONTRACTOR OF THE PARTY OF THE	Process Owner		Target & Status	N Constitution Constitution
1.1.1	Louis Wilcox	Louis Wilcox		- Contract of the Contract of	Send List to Parts Departn
4 - 4 - 4 - 4 - 4 - 4 - 4 - 4 - 4 - 4 -				100000000000000000000000000000000000000	Populate Retail Prices on I
Activities			Benefits		Completed Pricing on Hea
	ricing on Hearsettes & Ambu		Clear Pricing for Sales team	-	Meeting to discuss produc
Set up meeti	ng to discuss further items fo	or shopify	Increased remote sales	THE R. P. LEWIS CO., LANSING MICH. 49-14039-1-120-1-1-120-1-1-120-1-1-120-1-1-120-1-1-120-1-1-1-1	Create Pricing for Merced
Create retail	price lists for Merc and Nissa	an	Clear pricing for customers		Progression Meeting
Tidy Used Ca	r Website		Vehicles go live within a few days of coming in	By Xmas	Updated Website, Photos
Quality Vehic	le Photos on Arrival		Improved uniform photos gain higher offers	09-Dec	Meeting to implement sug
Meeting to d	iscuss implementing high va	lue/low risk options	Quick gains	10-Dec	
Meeting to discuss implementing high value/low risk option We now have six business cases to discuss		00	Generally high vaue/low risk	11-Dec	Website Updated, waiting
100000000000000000000000000000000000000				End-Jan	Present Business Cases
				5 m 4 m 5 m	8
				21-Dec	
Risks			Do Next	21-Dec	
	aware of our pricing		Do Next Set up meeting for 19th November	21-Dec	
	Control of the Contro		Set up meeting for 19th November Appoint James Robinson at Wigan as yard manager. Get Lili to	21-Dec	
Competitors Staff too bus	Control of the Contro	on uniform	Set up meeting for 19th November Appoint James Robinson at Wigan as yard manager. Get Lili to liaise with James and Matt/Terry regarding updating Print instructions and sample photos next to key boxes at	21-Dec	
Competitors Staff too busy Lack of qualit	y photos with clean cars, no	on uniform	Set up meeting for 19th November Appoint James Robinson at Wigan as yard manager. Get Lili to liaise with James and Matt/Terry regarding updating Print instructions and sample photos next to key boxes at Wigan and Northampton	21-Dec	
Competitors Staff too busy Lack of qualit	,	on uniform	Set up meeting for 19th November Appoint James Robinson at Wigan as yard manager. Get Lili to liaise with James and Matt/Terry regarding updating Print instructions and sample photos next to key boxes at	21-Dec	





Workplace organisation showing how we managed our resources

WORKSPACE ORGANISATION





BEFORE AFTER

Inspired by the work to date but not directly driven by it (Yet)
This example however has stimulated interest in how the
factory could look and will be a great aid in winning hearts
and minds for 5S deployment & cellular design



27



Skills Matrix

Skills control matrix Bodyshop	Mesuring	Marking our	Cutting triming	Edge finishing	Forming	Folding	FLDPESS	Bonding	Riveting	Filling	Sanding	Welding	800y build	Seats	Supe
NIGEL ECKERSLEY	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
STUART STUBBS	•	•	•	•	•	•	•	•	•	0	0	•	0	•	•
DANIEL BOARDMAN	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
WAYNE FOY	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
SCOTT PILLING	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
SIMON TAYLOR	•	•	•	0	0	•	•	0	0	0	0	•	0	•	•
DANIEL BURROWS	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Not trained	0														
Training planned	O														
In training	•														
Trained	•														
Trainer	•														