

About [1] [2]

Evaluation, Strategy & Execution

Zii³ Strategy is a creative and innovative business consulting firm specializing in global brand development and product launches. The name Zii³ Strategy (pronounced Zee Cube) is built around our triangular framework centered to successful business growth and development, based on the three fundamentals of Evaluation, Strategy & Execution.

[+] Who we work with

[+] Identifying your needs

[+] Achieving your objectives

In every case we strive to achieve and exceed the objectives of our clients by clearly defining their goals and providing a roadmap for success. Building value and trust in our clients' brands and products is paramount and achieved through engagement with Zii³ Strategy and its global

Projects [1] [2] [3] [4] [5] [6] [7]

BILT by Agassi & Reyes

EVALUATION

- Position

BILT by Agassi & Reyes was a US start-up company based in Las Vegas, Nevada, and founded by the tennis star Andre Agassi and his coach Gil Reyes.

STRATEGY

Based on the unique nature of the equipment design and Andre Agassi's success having trained on the machines throughout his playing career, Agassi & Reyes were confident to launch the business in an already mature market for commercialized strength equipment.

EXECUTION

The long term goal of the client was to successfully launch a unique line of strength training machines in a mature market against key competitors such as Life Fitness and Technogym and on a worldwide basis.

As a consultant, Chie Ziekie was retained to conduct market research with distributor

A photograph of a living room. In the foreground, a glass coffee table holds a vase of white tulips and an open book. Behind the table, a sofa with dark blue and beige pillows is visible. The lighting is warm and focused on the flowers and the book.

SERVICES

Price Regan Interiors offer Interior Design, Interior Architecture, Interior Styling and Project Management services; each offered independently as consultancy, or as part of an integrated package or full turnkey service.

Services offered include:

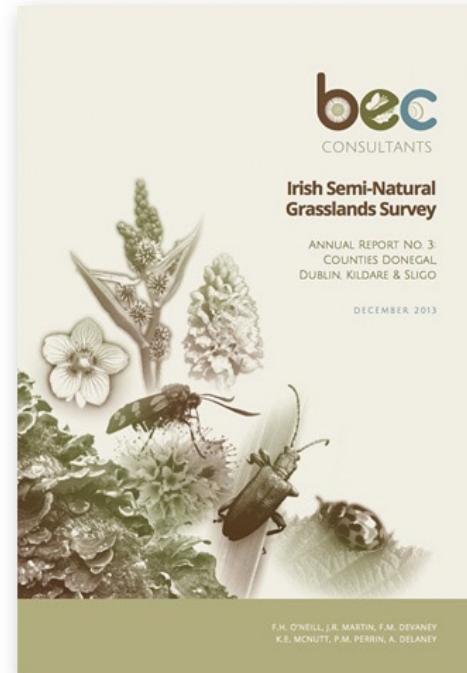
- Spatial Layout
- Specifications for Construction

INTERIOR DESIGN

The design of bespoke, elegant and functional spaces; individually tailored to the client's style, needs and budget. We provide a complete design service; managing projects from concept to completion. Price Regan Interiors' expertise lie in: spatial planning, colour consultancy, specification and sourcing (interior finishes, fixtures, fittings, furniture and accessories); achieving a coordinated, harmonious, exclusive look.

A grid of nine photographs showcasing various interior design projects:

- HEALTH & FITNESS CLUB RECEPTION** (Commercial) - A modern reception area with red leather armchairs and a large painting.
- HOME OFFICE CONTEMPORARY WORKSPACE** (Residential) - A bright home office with a white desk, colorful chairs, and a large window.
- FASHION BOUTIQUE** (Commercial) - A clothing store with a white counter, a chandelier, and mannequins.
- RIVERSIDE APARTMENT** - A living room with a large sofa, a wall of framed pictures, and a window overlooking water.
- URBAN TOWNHOUSE** - A living room with a dark sofa, a red chair, and a large abstract painting.
- MEDICAL CENTRE** - An office space with a large curved desk, a red chair, and a lamp.



Irish Semi-natural Grasslands Survey: Counties Donegal, Dublin, Kildare & Sligo - BEC Consultants 2010

Section Heading

Domin scores were converted to percentage cover using mid range values, as mean values cannot be calculated directly from a non-linear scale. This preparation resulted in a dataset of 3,024 relevés and 380 species for vegetation analysis. As soil data were not recorded from all four of the monitoring stops within any given area of Annex I grassland habitat, summary statistics for pH values were calculated on a subset of these relevés. The median values were used in the summary statistics for pH, percentage loss on ignition and total phosphorus.

Multivariate outlier analysis was used to examine the remaining relevés. The mean distance of each sample from each other sample was calculated using Quantitative Sørensen (Bray-Curtis) as the distance measure. Nine relevé samples with a mean distance greater than the sum of three standard deviations above the grand mean were found, but all were found to be unusual grassland sites within the remit of the survey and were included in the analysis.

ANALYSIS TECHNIQUES

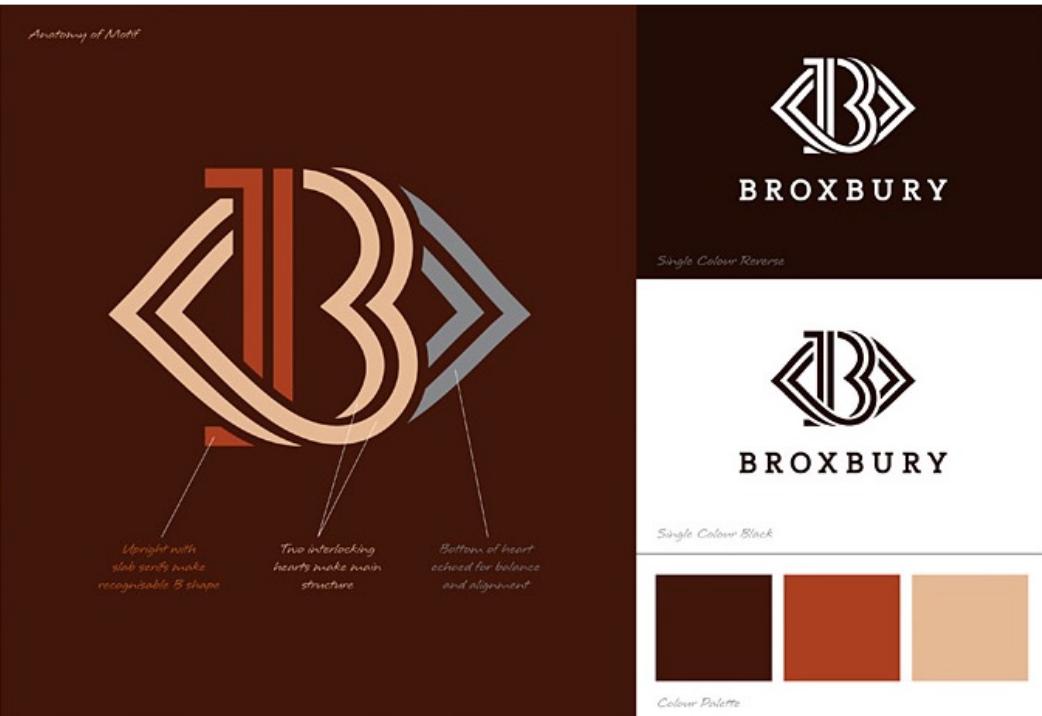
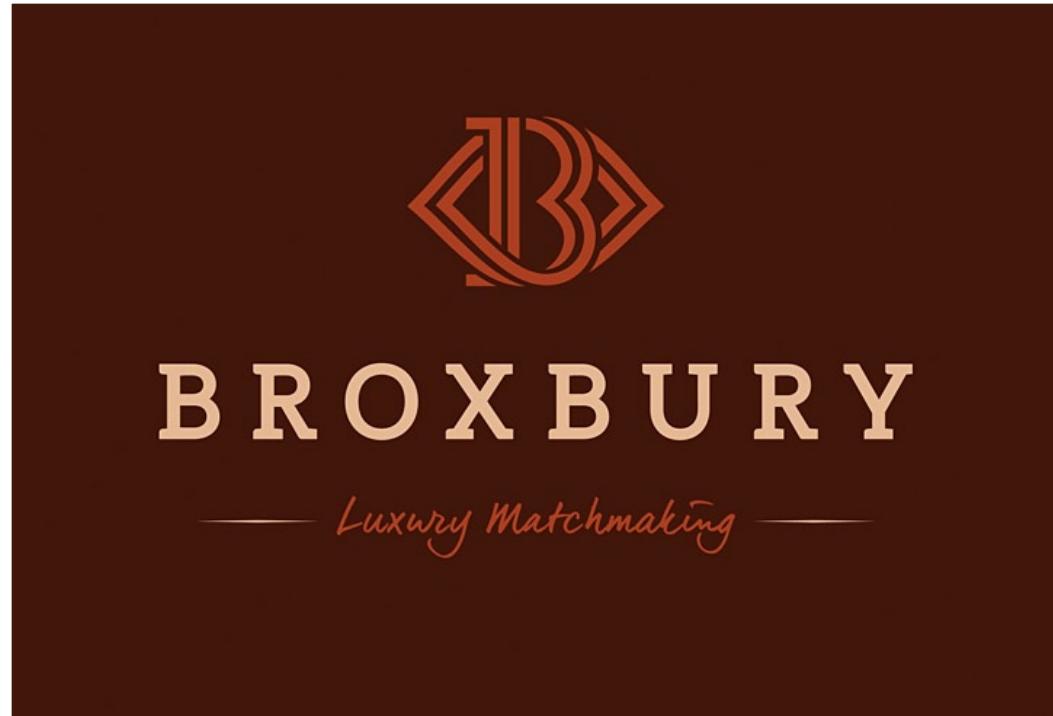
Two complementary statistical techniques were used to analyse the dataset. Analysis was conducted using PC-OPTIM 5 (IMM Software, Oregon) with the aim of defining an objective classification that largely followed the procedures in Perrin et al. (2006a, b), and Martin et al. (2007, 2008). Perrin et al. (2006a, b) discuss the advantages of these techniques over the more commonly used methods of Detrended Correspondence Analysis and TWINSPAN.

1 Hierarchical polythetic agglomerative cluster analysis. This was the chosen method for grouping the data into vegetation types. From a data matrix of n samples $\times p$ species, an $n \times n$ distance matrix is calculated by measuring the dissimilarity (or similarity) between each pair of samples. The most similar samples, which are selected using a predetermined criterion of minimum distance (linkage method), are merged into a group and their attributes are combined. The procedure is repeated $n-1$ times until the samples have been merged (clustered) into two groups, with the results being displayed as a dendrogram (McIntyre and Grace 2002). Sørensen (Bray-Curtis) distance was selected as the linkage criterion, as it has been shown to be one of the most effective metrics for ecological community analysis, being less prone to exaggerating the influence of outliers and retaining greater sensitivity with heterogeneous datasets (McCune and Grace 2002). Flexible beta was used as the linkage method with $\beta = -0.25$ (Lance and Williams 1967). This option is compatible with Sørensen distance and is space-conserving, i.e. properties in theoretical space defined by the original dissimilarity matrix are preserved as groups form during the cluster procedure. Space-distorting strategies can lead to undesirable effects such as high levels of chaining, the sequential addition of single items to existing groups (Legendre and Legendre 1998; McCune and Grace 2002).

2 Indicator Species Analysis (ISA). The method of Dufrêne and Legendre (1997) was used to identify species that differentiated between clusters of samples. ISA produces percentage indicator values (Indval) for species and works on the concept that, for a

Page 25





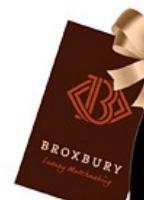
Robust folded and creased stock with a soft, luminous luxury feel.

Concise and elegant information with stylish inspirational photography. May be necessary to shoot own photography to ensure correct eye group of models.

Contact details on reverse, with a more reserved and elegant call to action.



Promotional wine gift for Partner, Ambassador or Client recruitment. Business card attached with cream ribbon.



Custom Broxbury label replaces original label for promotional purposes.



Invitation card for Ambassador recruitment. Plain and information based.



