

Moose Toys – El Segundo

Project Visioning, Project Management and Commercial Relocation Case Study

Challenge

Moose Toys is one of the largest toy manufacturers in the world and based out of Melbourne Australia where most of the product development occurs. Manufacturing is largely out of China. They specialize in making tiny plastic toys with exceptional detail. Like all of the big toy manufacturers they have multiple international headquarters and showroom locations. For their US headquarters they had taken a few years before only a few thousand square feet of commercial storefront space, with almost no brand recognition. To make matters worse they had to build their showrooms in a different building across the street so there was no continuity in their sales approach. They realized that had made a mistake and they did not have a sophisticated sales approach that came anywhere close to their competitors Mattel and Hasbro. They bought a prime development site in El Segundo where buildings were already entitled and permitted for construction. The buildings which were just breaking ground were meant for 4 or more tenants. The challenge quickly because, 1) how could they get the buildings modified to fit their culture, 2) hot to get the interiors planned to not only be functional from a headquarters point of view but also as a highly sophisticated marketing strategy, 3) how to integrate all of the technology that they needed, and 4) how to complete the project in stages between their sales marketing cycles.

Results

Moose Toys hired Jack Kozakar as their overall project manager. The first step for Jack was to vision how to implement their priorities which were primary a rapid project delivery with amazing aesthetic impact. For rapid project delivery, and to take advantage of the specific capabilities of each firm, Jack started with a design competition among some of the best architects in Southern California and ultimately led Moose to choose three architects: the first for the exterior and structural aspects of the building (Ware Malcomb), the second for the corporate headquarters portion of the project (EYRC), and the other for the showroom portion of the project (RipBang). This strategy paid off with the different teams working simultaneously on all parts of the project. With Ware Malcomb, Jack planned and implement modifications to the buildings, adding a bridge, one of a hind exterior treatments, relocating stairs and exits, adding an elevator, creating a two story open lobby and integrating technology infrastructure to make the buildings as one. With EYRC, Jack let the programming and planning of the interiors to give Moose the flare, functionality and growth factors that they needed. And with RipBang, Jack led the planning of a state of the art showroom with hidden rooms, circulation though amazing spaces and all manner of surprises. In the end the project was a tremendous success, coming in under budget with significant project savings.



Project Profile

Square Footage:	62,000 SF
Design and Const.:	\$5,325,000
Project Duration:	16 months
Financial Savings - RFP Process and Re-bid, Value Engineering, Contractor & Subcontractor Negotiations	\$1,050,000

Project Savings over PM fees: 24x

Services Provided

- Project Visioning
- Reporting to Overseas Executives
- Building Modifications
- Due Diligence
- Project Planning
- Project Phasing
- Team Selection
- Competitive Bidding Process
- Multiple Architect Management
- Private Contract Negotiations
- Public Contract Negotiations
- Government Relations
- Multiple Contractor Management
- UL Certification Oversight
- Security Planning
- Technology Integration
- Interior Design Management
- Set Design
- Showroom Design
- RFP Process Management
- Team Selection
- Entitlement Management
- Complex Budget Management
- Public Funding Management
- Value Engineering
- Construction Management
- Move Management

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