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## Nissan Retail Visual Identity - Roll Out Program Taiwan

**Project**  
Nissan RVI Roll Out

**Client**  
Nissan Motors Ltd

**Value**  
N/A

**Assignment**  
Project Management

**Completion**  
March 2006



BLL in Taiwan came on board for Nissan's Retail Visual Identity Roll Out Program in February 2003. This is a world-wide project covering some 130 countries headed up by the BLL Central Project Management team in the BLL office in Tokyo. The Taipei office is acting as the Regional Project Manager responsible for Taiwan.

There are 130 dealership sites in Taiwan, three of which are special flagship sites. All sites will be completed within three years. The major tasks include procurement and logistics management and design review. The design reviews are performed on-line via images uploaded onto a central Prolog website so that up-to-the minute status can be viewed by all parties including BLL and Nissan management in Japan. Two flagship dealerships, one in TaoYuan and the other in Kaohsiung, are scheduled for Grand Openings July 2004.

