IPRO 341: VERSATILITY TOOL WORKS

Testing, Design and Marketing
Sponsor’s Goals

- Testing of new cabinet
  - Preemptive test to ensure cabinet functionality
- Next generation tool storage cabinet
  - New & different
  - Innovative thinking
- Identification of potential new markets
  - Develop marketing plan
# Organization of Team

## Testing
- Marin Assaliyski
- Vitali Basiourski
- Luke Grabowski
- Jose Guerrero
- Natacha Tchobanova

## Design
- Ryan Attard
- Vitali Basiourski
- Lawrence E. Dorn
- Laurie Feldman
- Jose Guerrero

## Marketing
- Ryan Attard
- Lawrence E. Dorn
- Laurie Feldman
- Vlad Rusz
- Priscilla Zellarchaffers

A self-managed team
Progress Toward Goals

- Testing
  - Acquisition of new cabinet
  - Put strain gages on the drawer
  - Completed first test
  - Met with VTW
Progress Toward Goals

- **Design**
  - New Systems
  - Incorporate RFID

- **Marketing**
  - Identification of weak areas
  - B2B Direct Marketing/Sales

Rotary Shelf Storage Systems use lazy-Susan design
Obstacles and Resolutions

- Delay in delivery of new cabinet
  - Focus on other objectives
  - Preparation for testing
- Change in cabinet design
  - Put in extra time to recalibrate
- Vague marketing objectives
  - Work on general marketing plan
Anticipated Challenges

- Delivery of more drawers for testing
  - Put in request in anticipation
- Confidentiality issues
  - Raise awareness
- Designing something patentable
  - Design multiple tool storage cabinets
Questions?
Network Structure