Operation Marketing Gurus

IPRO 346

Engine Flywheel
Market Research &
Business Strategy
Problem Statement

• Daco Incorporated is a precision machining company that specializes in flywheels and pulleys.
• A large percentage of their sales are to only a small number of companies.
• We are to research new products, and locate new customers based on their manufacturing capabilities.
Goals

• We have identified three main goals

  1. Research new products for existing customers
  2. Find new customers for existing products
  3. Develop new products for new customers
Many ideas were brainstormed, and each idea was assigned to a group member, these members include:

- Michael Tishler: Railway wheels - Medical – **Presenter**
- Hasan Hasan: Rotors
- Kara Wilke: Gyroscopes – **Midterm Report** – **Minutes**
- Eric Hamann: Windmills – Bushings – Medical – **Midterm Presentation**
- Tim Lipman: Military
- Jay Park : Clutch Plates
- Dan Coughlin: Abrasive Grinders – Sprockets – **Project Plan**
- Jelena Milkic: Fifth Wheels

After initial research, subgroups were formed for the main product ideas
Progress

• We researched many products, and presented the results to Daco
• After more research, we narrowed down to three major product groups
  1. Military Vehicles (Eric, Tim, Dan)
  2. Clutch Plates (Jay, Hasan, Kara)
  3. Flywheel Batteries (Zack, Mike, Jelena)
• Preliminary market research was completed on each possibility
Obstacles

• Meeting with Daco was delayed several times
  – Initial research was done with limited company information
  – Product list was altered after visit on 2/20/09

• Vast number of products that could be made
  – Difficulty reducing down to a manageable number
  – Currently focused on three different products

• Communication problems
  – Not everyone uses iGroups consistently
  – Difficulty finding times to meet outside of class
Anticipated Challenges

• Detailed market information is not readily available for all products
• Limited availability for further meetings with Daco
• Further narrowing of product options is likely needed
Any Questions?