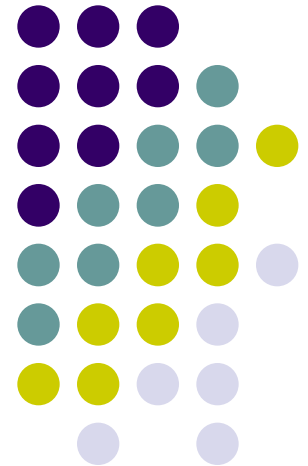


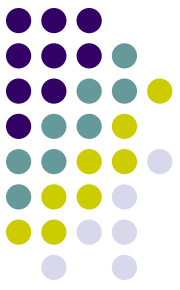
Enpro 352

Fall 2006
Mid-Term Report



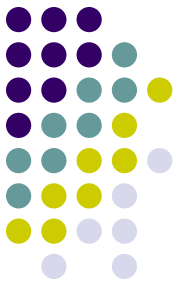
Waseem Ahmed, Ankush Bhatia, Ken Buddell, Juan Casiraghi,
Rishu Mandolia, Natalie Mikosz, John Trocke, Megumi Yamashita,
Bob Zaprzal

Mission



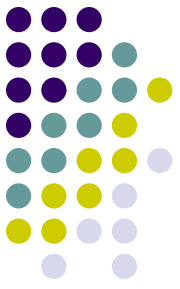
- Company: To provide high-quality custom designed, custom-fitted and reasonably priced clothing to our customers.
- Current Team: To create a professional business plan, and conduct product tests.

Objectives



- Business Plan
 - Determine Point of Sales
 - Define Social Responsibility
 - Establish the sales price points
 - Develop a Company Image
 - Define the plan for the internet store
 - Further investigate the target market
- Production
 - Establish Supply Chain
 - Test Supply Chain
 - Measurements System

Business Plan



- Determine Point of Sales
- Define Social Responsibility
- Establish the sales price points
- Develop a Company Image
- Define the plan for the internet store
- Further investigate the target market

Secondary Research

Previous Semesters

External Sources

Primary Research

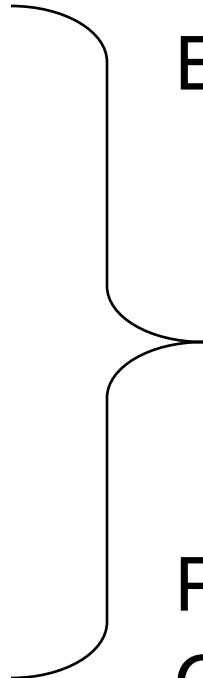
Survey

Generate Conclusions



Production

- Establish Supply Chain
- Generate Measurements System
- Test Supply Chain



Establish Supply Chain

Communicate with suppliers

Secure raw materials and manufacturing sources

Prepare and Place Orders

Test manufactured products

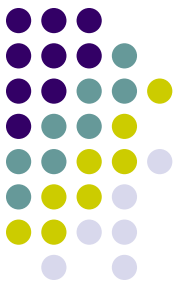
Conduct Surveys

Secondary Research



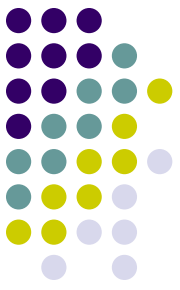
- Point of Sale
 - Further investigation of dry-cleaners model needed.
 - Not enough investigation in other channels
 - Lack of information about customer's preference
- Social Responsibility
 - Lack of concrete definition
 - There is a growing concern about 'sweatshops'
 - What is value proposition?

Secondary Research



- Sales Price
 - Previous data suggests sales price that may be lower than our production costs
 - A lack of correlation between our product and its perceived value
- Company Image
 - Can the customer relate to our currently planned image?
 - Is the company image consistent with our values

Secondary Research



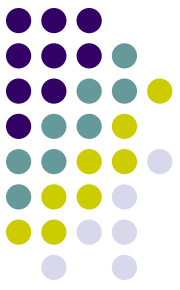
- Internet Store
 - A general lack of technology in the business plan
 - How does the customer feel about using technology for our service?
- Target Market
 - Need to better define the target market
 - Investigate other potential markets
 - Need to identify prospective locations

Primary Research



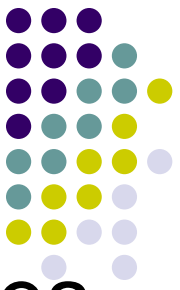
- Generate questions based on secondary research findings
- Prepare a customer survey
- Test the survey
- Conduct Surveys at multiple locations
- Evaluate Surveys
 - Prepare correlations
 - Gain insights about the customers
- Prepare conclusions for the Business Plan

Problems



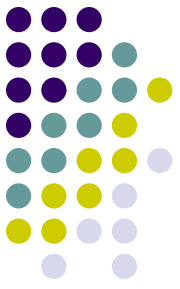
- Too many questions, too little time
 - Limited topics
 - Web community
- Are we asking the right questions?
 - Check survey with Prof. Mueller
 - Test surveys with small customer base
- Are we surveying the right people?
 - Surveying at multiple locations
 - Detailed demographics section
- One week behind schedule
 - Modified Project Plan to accommodate the change successfully

Communication with Suppliers



- Identify potential suppliers & manufacturers
- Agree on product, price & schedule
- Develop a measurement guide
 - Modify previous guides based on manufacturer's suggestions and requirements
- Select customization options and present them in a user friendly selection guide
- Prepare a universal order form

Test Orders



- First Order
 - Obtain customers (4 male, 4 female)
 - Calibrate measuring system
 - Construct Camera Stand
 - Prepare Order (measurements and photographs)
 - Place First Order

Test Orders



- Evaluate Order
 - Compare measurements of cloned garments to “parent” garments
 - Compare consistency between identical orders
 - Obtain customer feedback
 - Make appropriate changes to system
- Test Order 2
 - Obtain customers
 - Measure and Photograph garments
 - Place Second Order

Problems



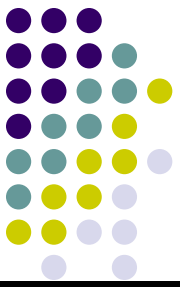
- Delay in first order due to Indian holiday and measurement revisions
 - Revised order promptly
- Do we have time for the second order?
 - Modified project plan
 - Using lessons learnt from first order to establish test objectives
- Communication factor
 - Reducing language barriers
 - Patience!
 - Quick and detailed responses

Remaining Project Plan



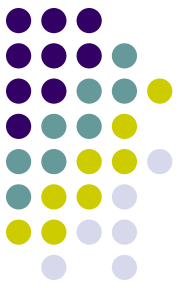
Test & Finalize Surveys	10/24 - 11/1	Rishu, Bob
Conduct Surveys	11/1 - 11/7	Complete Team
Prepare Financial Statements	10/31 - 11/14	Ken
Copy responses to Excel & Evaluate Findings	11/1 - 11/14	Business Team
Social Responsibility Aspect - Conclusions	11/14 - 11/21	Rishu
Competitive analysis- Conclusions	11/14 - 11/21	Bob
POS Research - Conclusions	11/14 - 11/21	Ken
Customer Preferences - Conclusions	11/14 - 11/21	Waseem, Ankush
IPRO Day Deliverable	11/21 - 11/30	Business Team

Remaining Project Plan



Test 1 Order Revised	10/24-10/26	Production Team
Revise Measurements Guide	10/26-11/7	Juan, Natalie
Revise Customization Options	10/26-11/7	Megumi, John
Test 2 Customers Obtained	10/26 - 10/28	Production Team
Test 2 Order Prepared	10/28- 11/2	Production Team
Order 1 Evaluated	11/2-11/5	Production Team
Test 2 Order Placed	11/5-11/7	Production Team
IPRO Day Deliverables	11/7 - 11/29	Production Team
Order 2 Evaluated	11/26 - 11/28	Production Team

Final Thoughts



- Congratulations to the team
 - First Production Order
 - Detailed Survey
- Coming Weeks
 - Rigorous but possible
 - Prepare for the unknown
- IPRO Day
 - 1-2 Weeks set aside for deliverables
- Thank you
 - Team Members
 - Sub Team leaders