

## DACO Incorporated

### Problem Statement

DACO is a precision machining company operating in the western suburbs of Chicago. Our task is to evaluate their operations and suggest additional products that they could manufacture and sell profitably.

Our task was to find a market that would be fitted to DACO's manufacturing capabilities.

### Objectives

- Research different industries with similar manufacturing processes
- Provide a list of products that DACO should pursue
- Find whether these markets are worth breaking into
- Determine processes of marketing to have the best outcome, including strategic marketing information supporting the recommendations

### Methodology

We first brainstormed different ideas while considering DACO's core competencies to find what they might be capable of. The brainstorming ideas were assigned to each person to determine whether they are worth pursuing

Five of the initial nine ideas were taken analyzed more carefully and the markets were investigated.

Two of the five were chosen to suggest as feasible options for DACO to pursue.

## Our Milestones

- ❖ **2/2/09** - Brainstorming session
- ❖ **2/11/09** - Assignments
- ❖ **2/20/09** - First Visit to DACO
- ❖ **2/23/09** - Cutting down our ideas
- ❖ **3/2/09** - Decision-making
- ❖ **3/11/09** - Narrowed down to 5 options (Batteries, Military, Windmills, clutch plates, and gyroscopes)
- ❖ **4/1/09** - Narrowed down to 3 options (Batteries, Military, and Windmills)
- ❖ **4/3/09** - Conference call
- ❖ **4/6/09** - **Final 2 ideas**
- ❖ **4/24/09** - **Meeting with DACO - Presentation**

### Operation: Marketing Gurus



## IPRO 346

Engine Flywheel Market Research  
& Business Strategy Development

# DACO Inc.



Powerful Solutions  
for a World in Motion



## DACO Incorporated



DACO has employed extensive robotics and machining to expand their capabilities in order to provide state-of-the-art manufacturing solutions to their customers.

## Capabilities

- CNC Lathe & Turning
- CNC Mill & Drill
- CNC Balancing
- CNC Shaping
- CNC Grinding
- Heat Treating
- Assembly

## Primary Customers Include

❖ Caterpillar Inc.



❖ John Deere



❖ Mercedes Benz



## Brainstorming Ideas

- Car Rotors
- Military Contracts
- Kinetic Batteries
- Gyroscopes
- Railroad Wheels
- Large Gears
- Fifth Wheel on Trucks
- Wind Turbines
- Clutch Plates

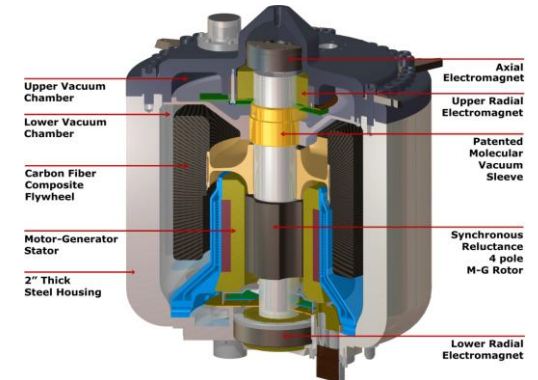


## Narrowed down to 5

- Military Contracts
- Kinetic Batteries
- Gyroscopes
- Wind Turbines
- Clutch Plates

## Final 2 Proposals

### ❖ Kinetic Batteries



### ❖ Military Contracts

- <http://www.dnb.com/us/>
- <http://www.ccr.gov/>
- [www.fbo.gov](http://www.fbo.gov)

Register for System Number



Search for Available Contracts



Place Bid

### Team Members:

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