



Problems

- With the current state of our economy, most companies are having difficulty creating solutions within the organization.
- DACO Inc. needs to diversify products to produce the most successful results today.
- Different machine parts other than flywheels can be an alternative solution to DACO Inc.

Objectives

- Evaluate products that DACO Inc. can manufacture and sell profitably.
- Construct and assess a strategic business model to determine the precise steps of market researching.
- Engage in active interaction with team members to suggest the final products to DACO Inc.



DACO Inc. is a metal cutting company located in the western suburbs of Chicago that is famously known to produce flywheels.

IPRO 346 and DACO Inc. are working together to develop innovative solutions and enhance performance within the organization.

Methodology

Each team member selected a product to research and aimed to achieve the following:

- Developing marketing strategies for products.



- Analyze the effects of each product within the markets.



- Discussing these strategies with DACO employees to further analyze our products.



- Contacting and discussing with other companies of the product's efficiency and reliability in today's market.



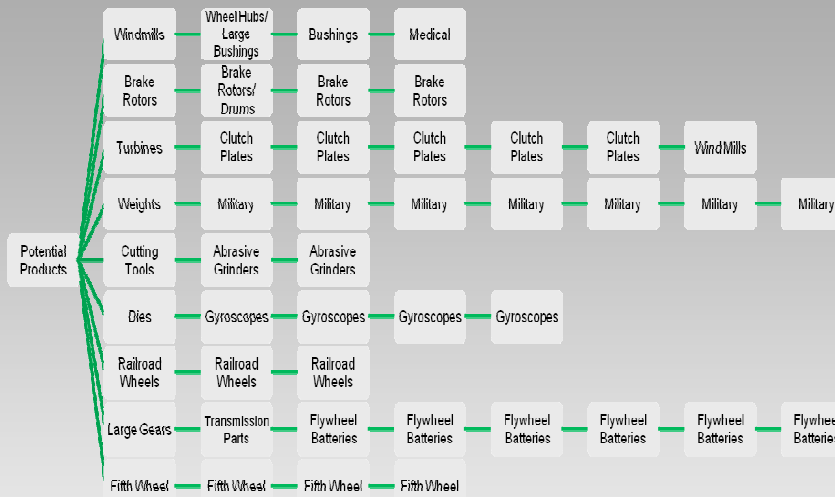
Initial Products

The following products we came up with were based upon the sales and efficiency within the last two years, and also the level of similtude with DACO Inc:

- Windmills
- Brake Rotors
- Clutch Plates
- Military
- Grinders
- Gyroscopes
- Railroad Wheels
- Large Gears
- Fifth wheel

The Results

An analysis of our market research



Final Products

We finalized our products based upon the reliability and validity of the market researches and external companies:

Batteries

Military contracts

Conclusion

- Flywheel batteries are in a relatively new market, with not too much competition between companies.
- Military contracts are also a penetrative and broad market today, and the strategies and sales techniques that can be used are most effective for DACO Inc.

Special Thanks to:

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