



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.

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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

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Organization

- 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**
 - Zack Phillips : Flywheel Batteries – Transmissions – Gears – **Presenter**
 - 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

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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

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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

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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

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Any Questions?