



# **IPRO 341: VERSATILITY TOOL WORKS**

Testing, Design and Marketing





# Sponsor's Goals

- Testing of new cabinet
  - Preemptive test to ensure cabinet functionality
- Next generation tool storage cabinet
  - New & different
  - Innovative thinking
- Identification of potential new markets
  - Develop marketing plan

# Organization of Team

## Testing

Marin Assaliyski

Vitali Basiourski

Luke Grabowski

Jose Guerrero

Natacha Tchobanova

## Design

Ryan Attard

Vitali Basiourski

Lawrence E. Dorn

Laurie Feldman

Jose Guerrero

## Marketing

Ryan Attard

Lawrence E. Dorn

Laurie Feldman


Vlad Rusz

Priscilla Zellarchaffers

A self-managed team

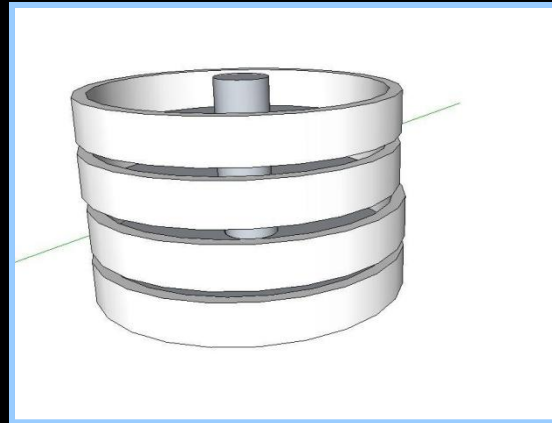


# Progress Toward Goals

- Testing
    - Acquisition of new cabinet
    - Put strain gages on the drawer
    - Completed first test
    - Met with VTW
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# Progress Toward Goals

- Design
  - New Systems
  - Incorporate RFID
- Marketing
  - Identification of weak areas
  - B2B Direct Marketing/Sales



Rotary Shelf Storage Systems  
use lazy-Susan design



# Obstacles and Resolutions

- Delay in delivery of new cabinet
  - Focus on other objectives
  - Preparation for testing
- Change in cabinet design
  - Put in extra time to recalibrate
- Vague marketing objectives
  - Work on general marketing plan



# Anticipated Challenges

- Delivery of more drawers for testing
  - Put in request in anticipation
- Confidentiality issues
  - Raise awareness
- Designing something patentable
  - Design multiple tool storage cabinets



Questions?



# Network Structure

