



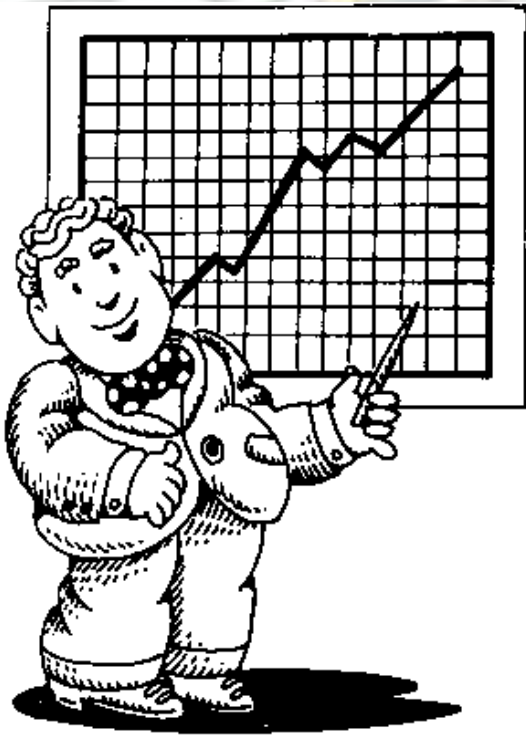
# The Chicago Embroidery Company

IPRO 356: A Living Business Case

# Problem

Sales: 1890-1980

Sales: 1980-Current



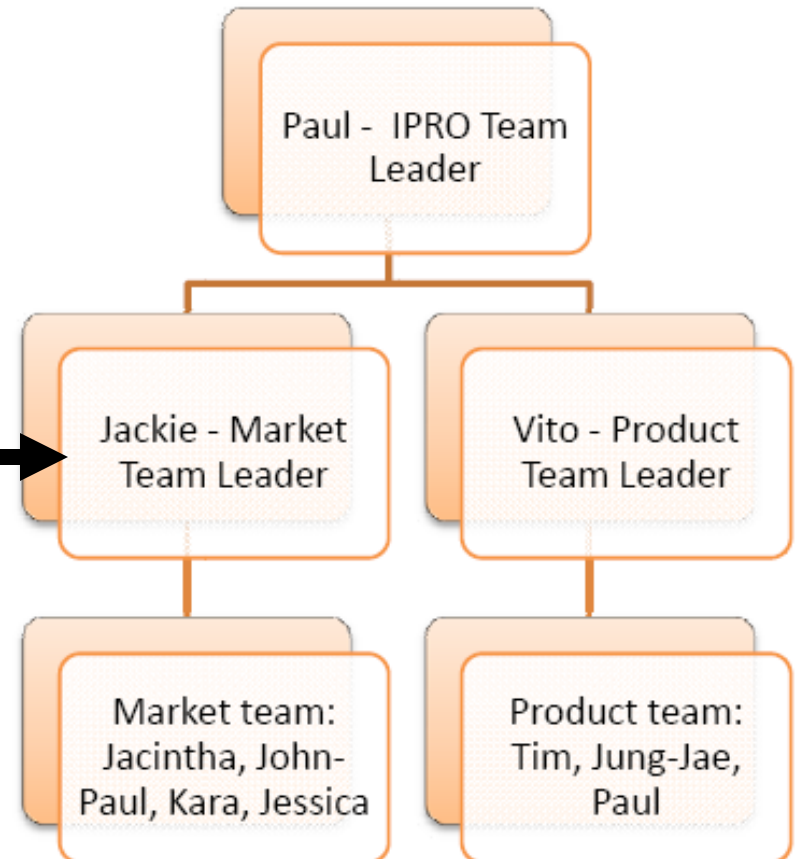
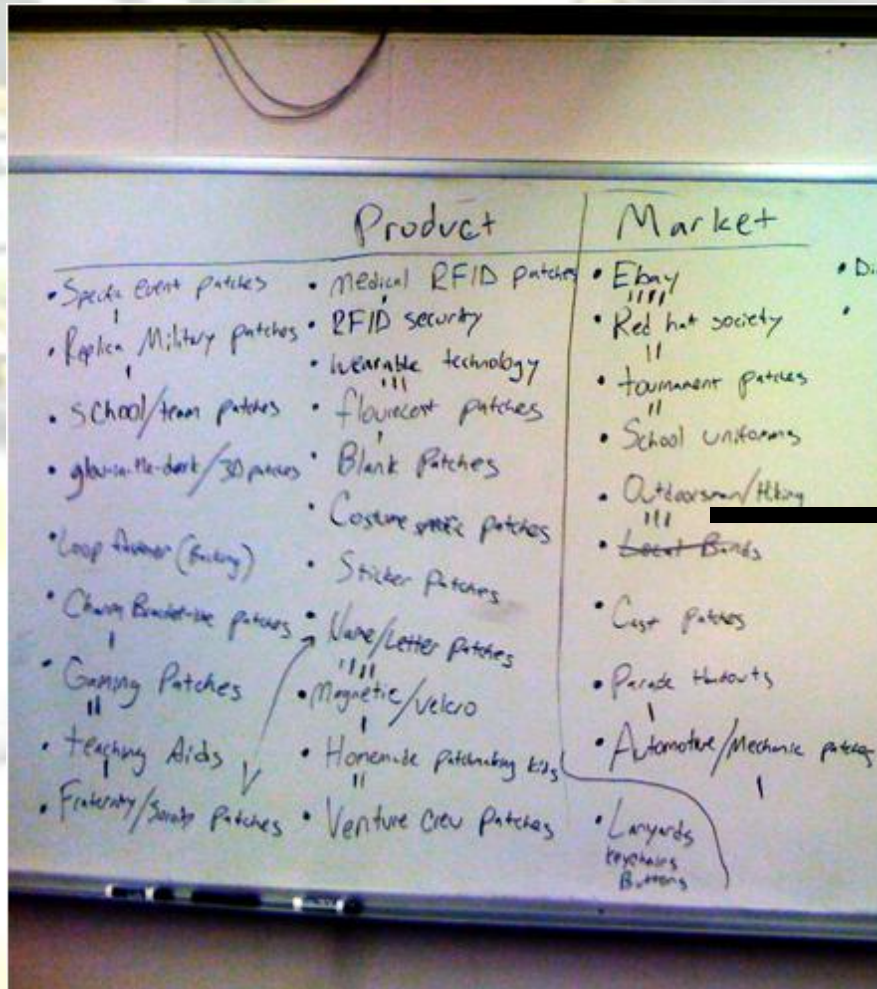
# The Team

- Advisors:
  - Jim Braband
  - Nik Rokop
- Jessica Correa
- Jung-Jae Kim
- Paul March
- Vito Natale
- Timothy Nystrand
- Jacqueline Puschkar
- John-Paul Roman
- Kara Wilke
- Jacintha Wong

# Objectives

- Revenue of \$3M by 2013
  - Increase Current Market Position
  - Update Website
  - New Products and Markets

# Team Organization



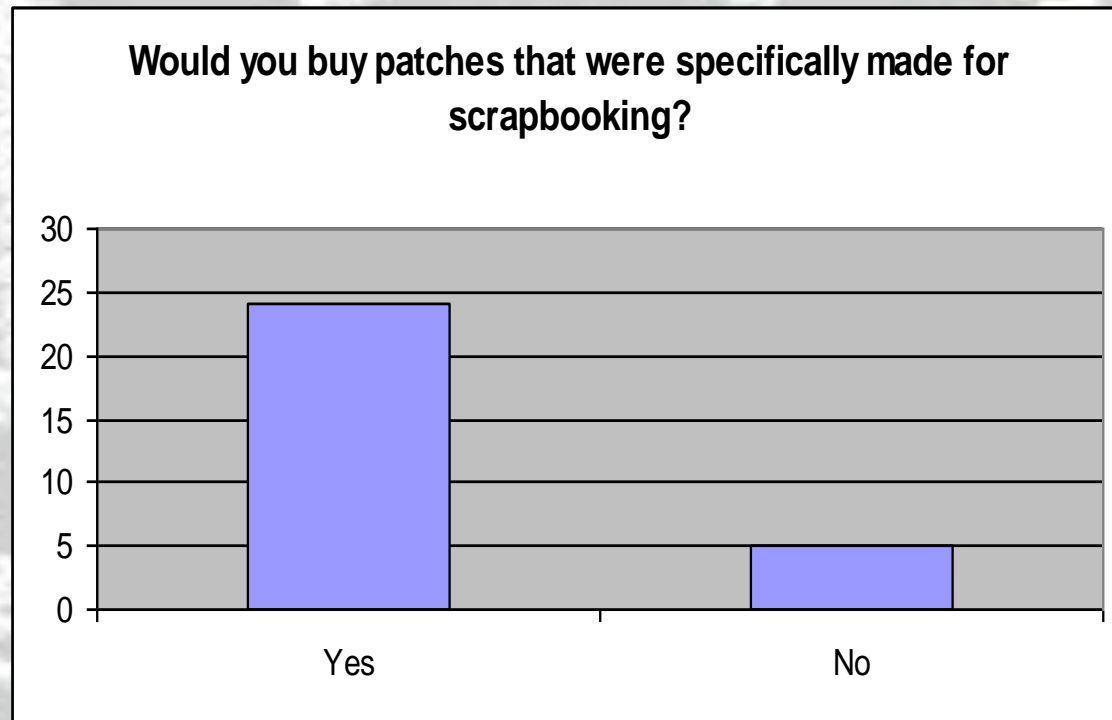
# Research

- Markets
  - Scrapbook
  - Pets
  - Politics
  - Schools
  - Online

- Products
  - RFID
  - OLED

# Scrapbooking

## 1 in 4 Households Scrapbook



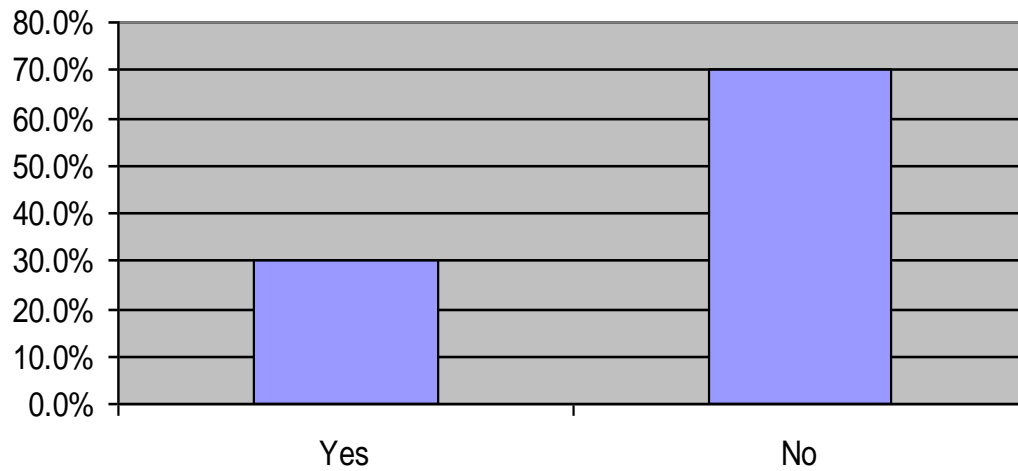
# Scrapbooking: Our Designs





# Pets

Would you consider buying an embroidered patch related to your pet(s)?



# Politics

IT'S TIME FOR ACTION!

STOP  
Barack

YES  
WE  
CAN

STOP  
McCain



# Schools

	<b>Yes</b>	<b>No</b>	<b>Maybe/Depends</b>
<b>Belleville High</b>			<b>X</b>
<b>Lake View High</b>		<b>X</b>	
<b>Lincoln Park High</b>		<b>X</b>	
<b>Lane Tech High</b>		<b>X</b>	
<b>William Howard Taff High</b>		<b>X</b>	
<b>Kelvin Park High School</b>		<b>X</b>	
<b>De La Salle (Boys)</b>			<b>X</b>
<b>De La Salle (Girls)</b>			<b>X</b>

# Ebay



[View larger picture](#)

Winning bid: **US \$2.99**

Ended: **Apr-27-08 19:24:33 PDT**

Shipping costs: **US \$1.99**  
Standard Flat Rate Shipping Service  
Service to [United States](#)  
([more services](#))

Ships to: Worldwide

Item location: Chicago, IL, United States

History: [1 bid](#)

Winning bidder: [1941purplepurple](#) ( [549](#) ★ )

You can also: [Email to a friend](#)

Listing and payment details: [Show](#)

## Meet the seller

Seller: [c-emblem](#) ( [11](#) ★ )

Feedback: **100% Positive**

Member: since Feb-18-08 in United States

- [See detailed feedback](#)
- [Ask seller a question](#)
- [Add to Favorite Sellers](#)
- [View seller's other items](#)

## Buy safely

### 1. Check the seller's reputation

Score: 11 | 100% Positive

[See detailed feedback](#)

### 2. Check how you're protected

**PayPal** Up to \$200 in buyer protection. [See eligibility](#)

Returns: Seller accepts returns.  
[7 Days Money Back](#)

## Description

### Item Specifics

Product Type : **Patches**  
Time Period, War : **Korean War**

Country: **USA**

# Wearable Technology



# Research Outcome

- Expand to new markets
- Profit through direct sales
- Moving beyond Chicago  
Embroidery Company

# Conclusion: A New Company

- ThreadConcept
  - Consumer Driven
  - Creative Design
  - Fashionable Ideas

The background of the slide features several embroidered patches. The most prominent one is a dark-colored patch with a white border, containing the letters 'GBC' in a large, stylized font. Below the patch, the text 'BERWICK Ge' is visible. To the left, there is a patch with a green and yellow design, possibly depicting a building or a landscape. Another patch with a red and white design is partially visible in the upper right. The patches are arranged in a way that they appear to be part of a collection or a display.

# A New Company Needs a New Website

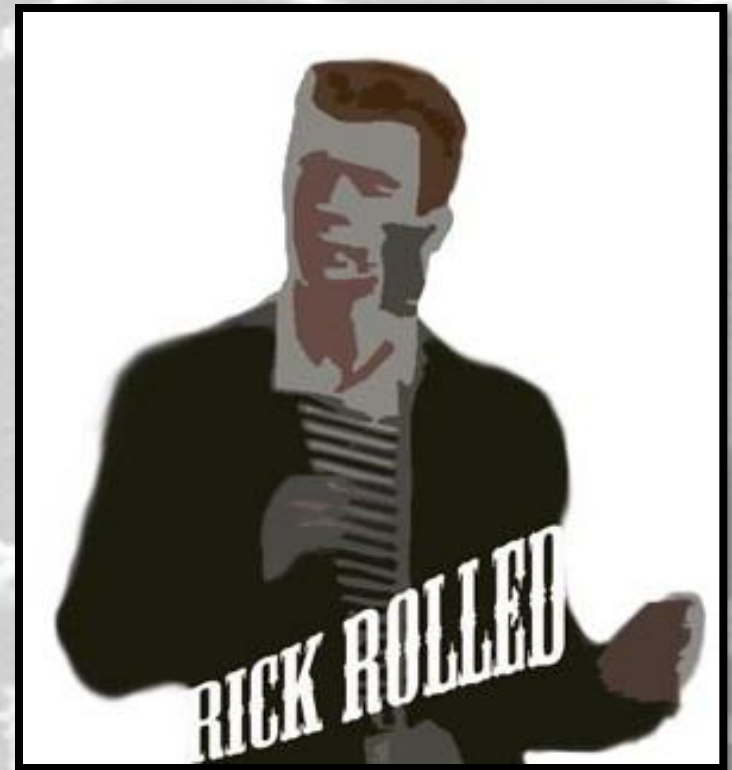
- Instant Image Upload
- Custom Ordering



# Generating Buzz

- Online Contest
- Online trends

The screenshot shows a forum interface for 'Sticker Patches Community'. At the top, there are navigation links for 'Forum', 'News', and 'Custom'. A 'threadconcept' watermark is visible in the upper right. A user notification box says 'Hey, admin, you have 0 messages, 0 are new.' Below this is a search bar. A table lists forum threads, with one titled 'Patch Design Contest' (Submit your patch designs here!) showing 4 posts and 3 topics, last updated on April 14, 2008. The page also includes sections for 'Members List', 'Forum Stats' (Total Topics: 3, Total Posts: 4, Total Members: 1), and 'Users Online' (0 Guests, 1 User).



# Future Projects

- OLED Product Line
- Gutzy Gear
- New Technology Markets
- Distribution of RFID Patches

# Ethical Issues



- Confidentiality Agreements
- Licensing
- Contest rules