

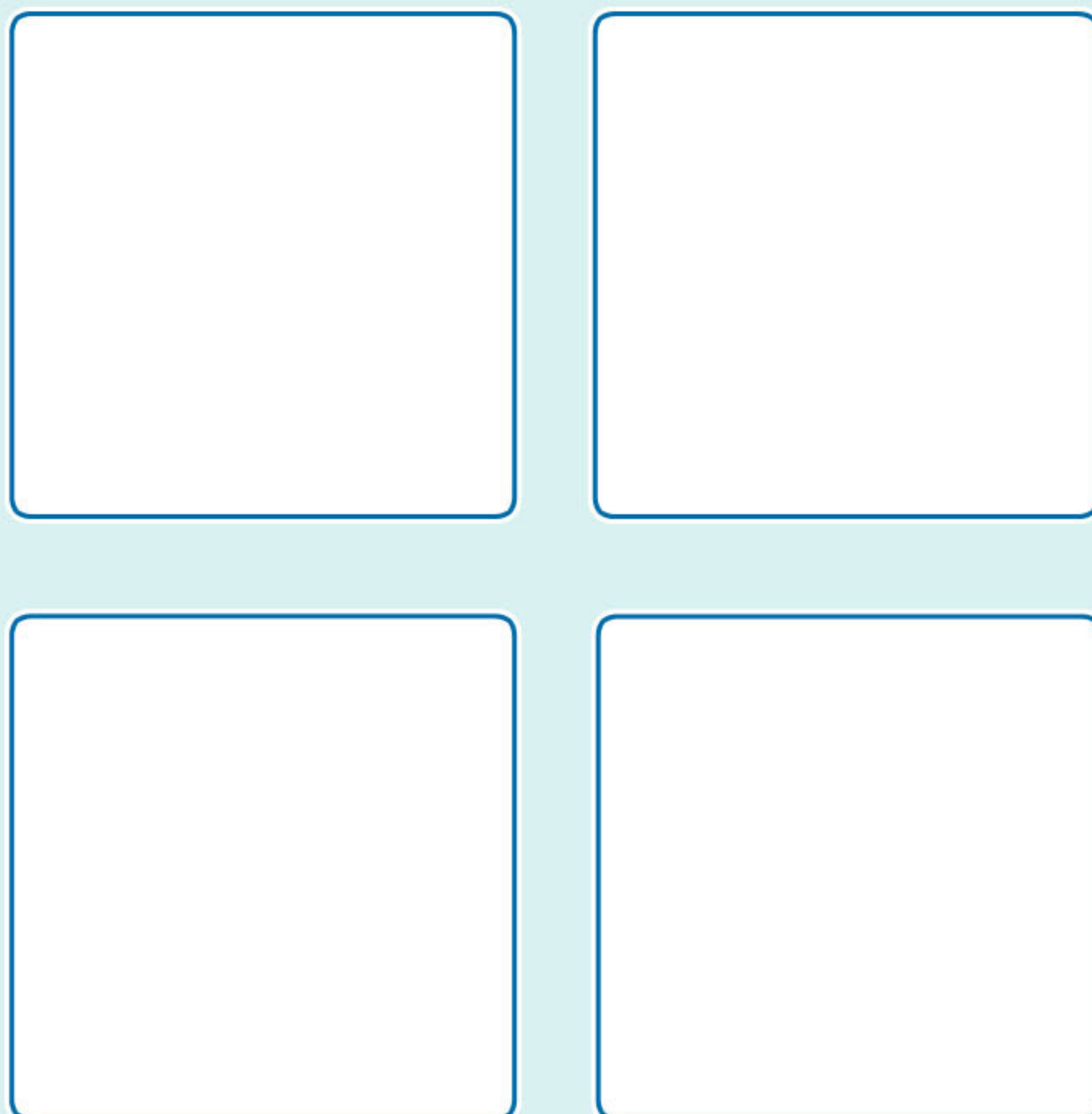
# Past

## History of CEC

Since 1890, The Chicago Embroidery Company has been manufacturing and providing the highest quality embroidered emblems at low prices. In the early days the company used Swiss Looms to manufacture Swiss Lace, but as fashions changed the company began to produce patches.



## Sample Patches



## Current Customers

- Non Profit and Youth Groups
- Boy Scouts
- Government and Municipal
- Corporate
- Armed Forces
- Federal Agencies

# ENPRO - 356

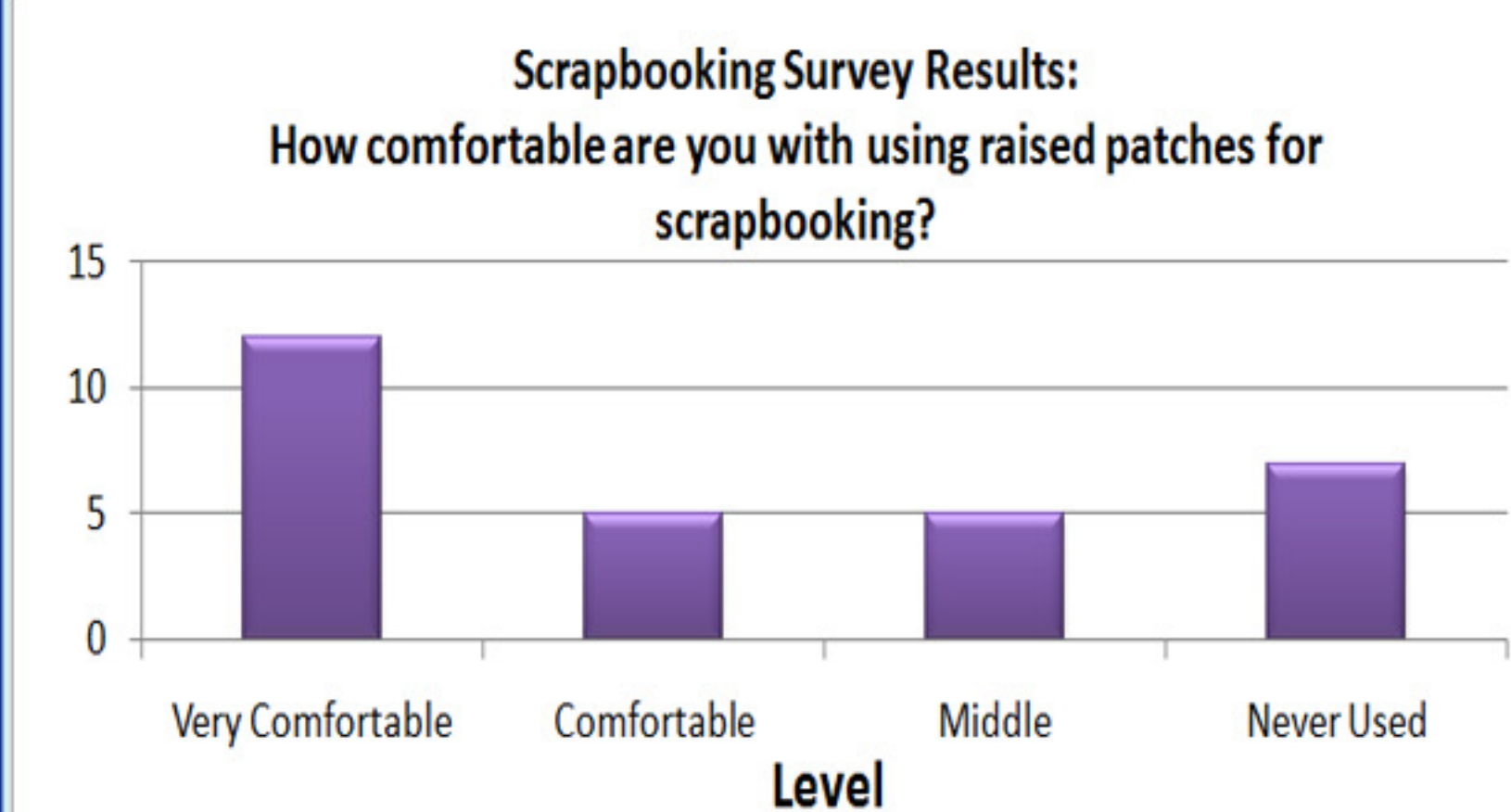
Reinventing the Chicago Embroidery Company:  
a living business case

# Present

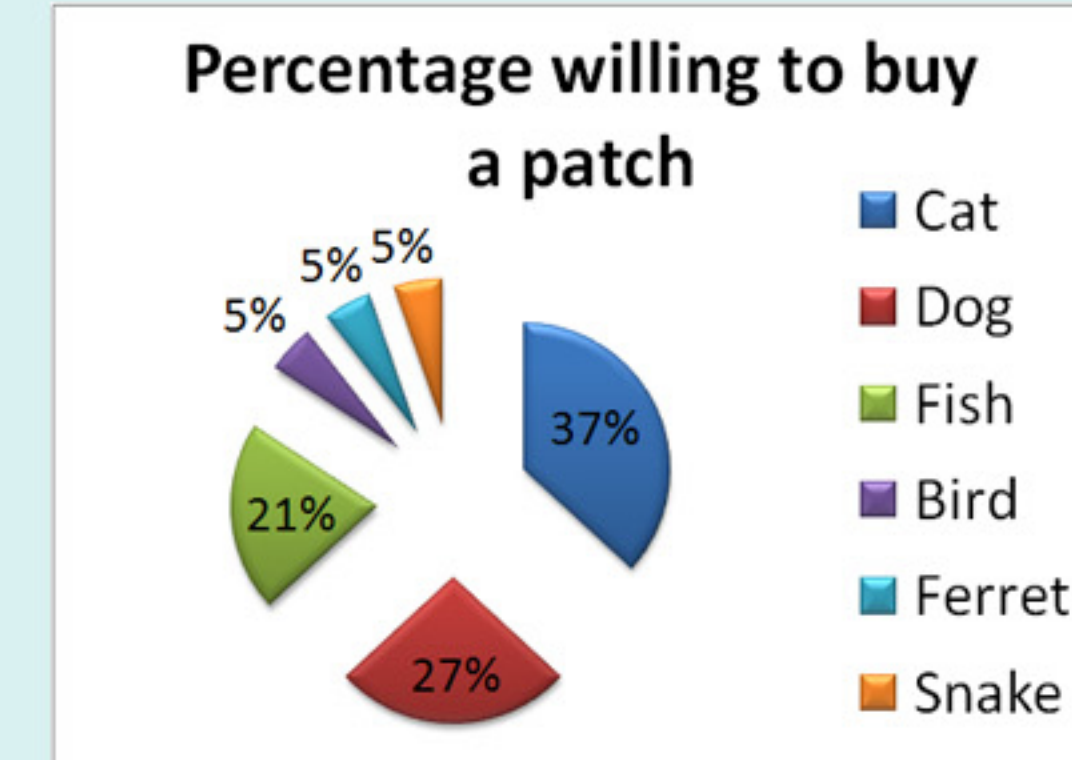
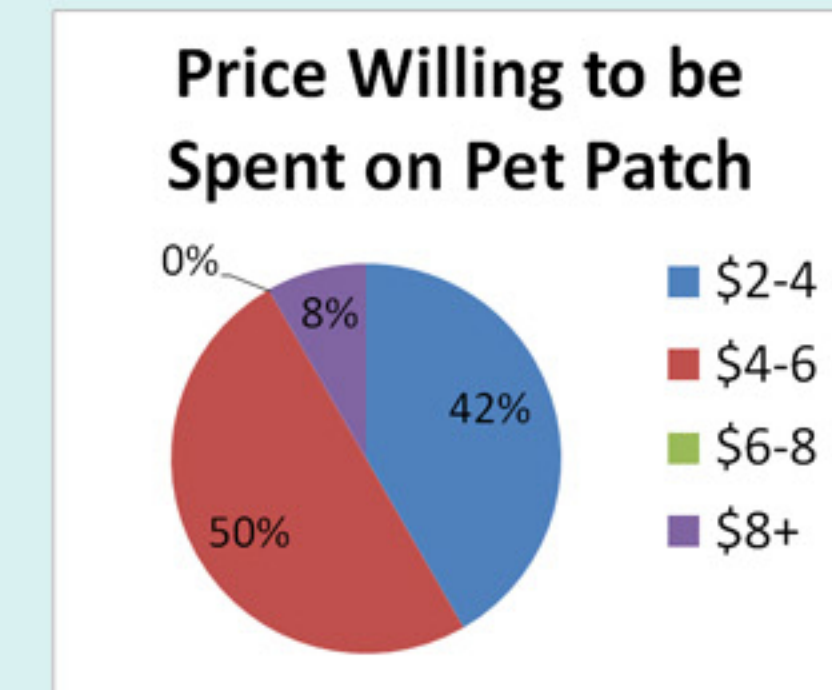
## Research Data

### Scrapbooking

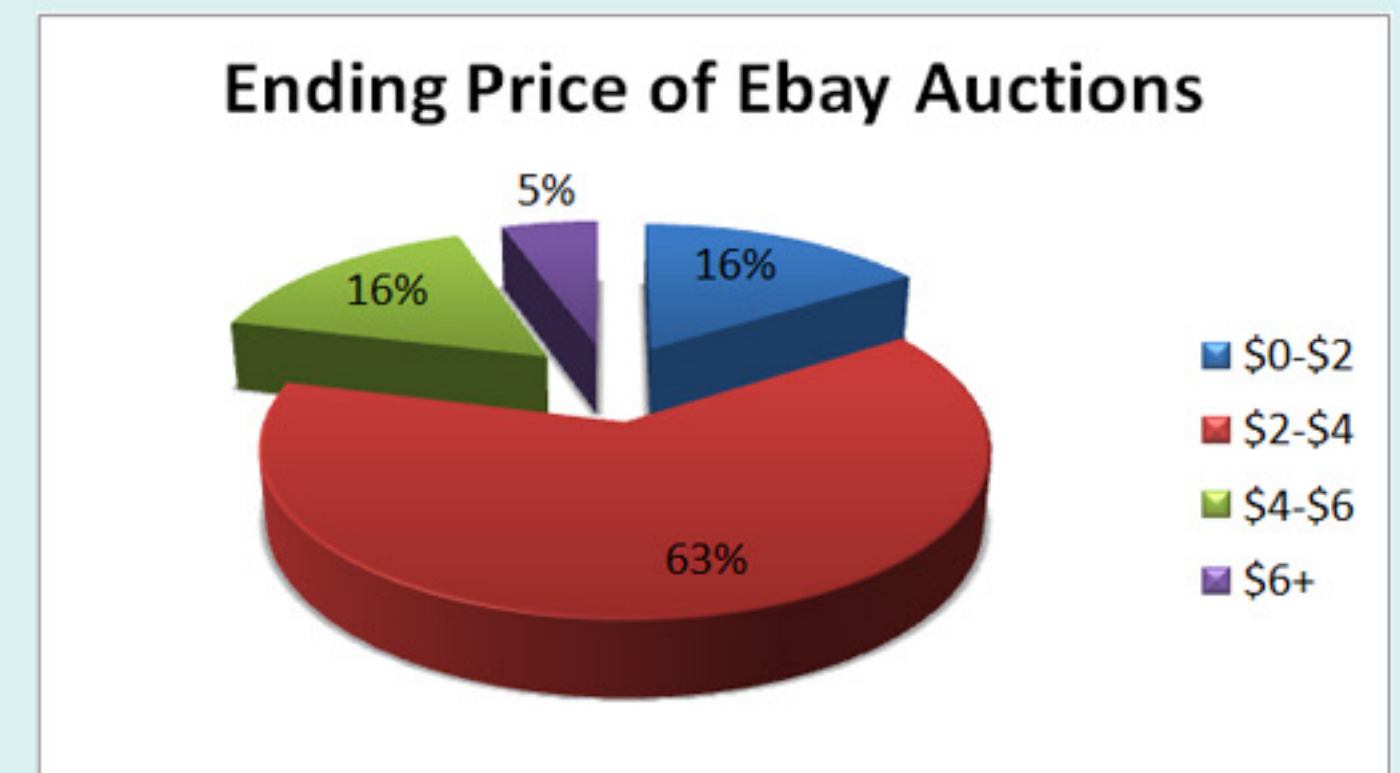
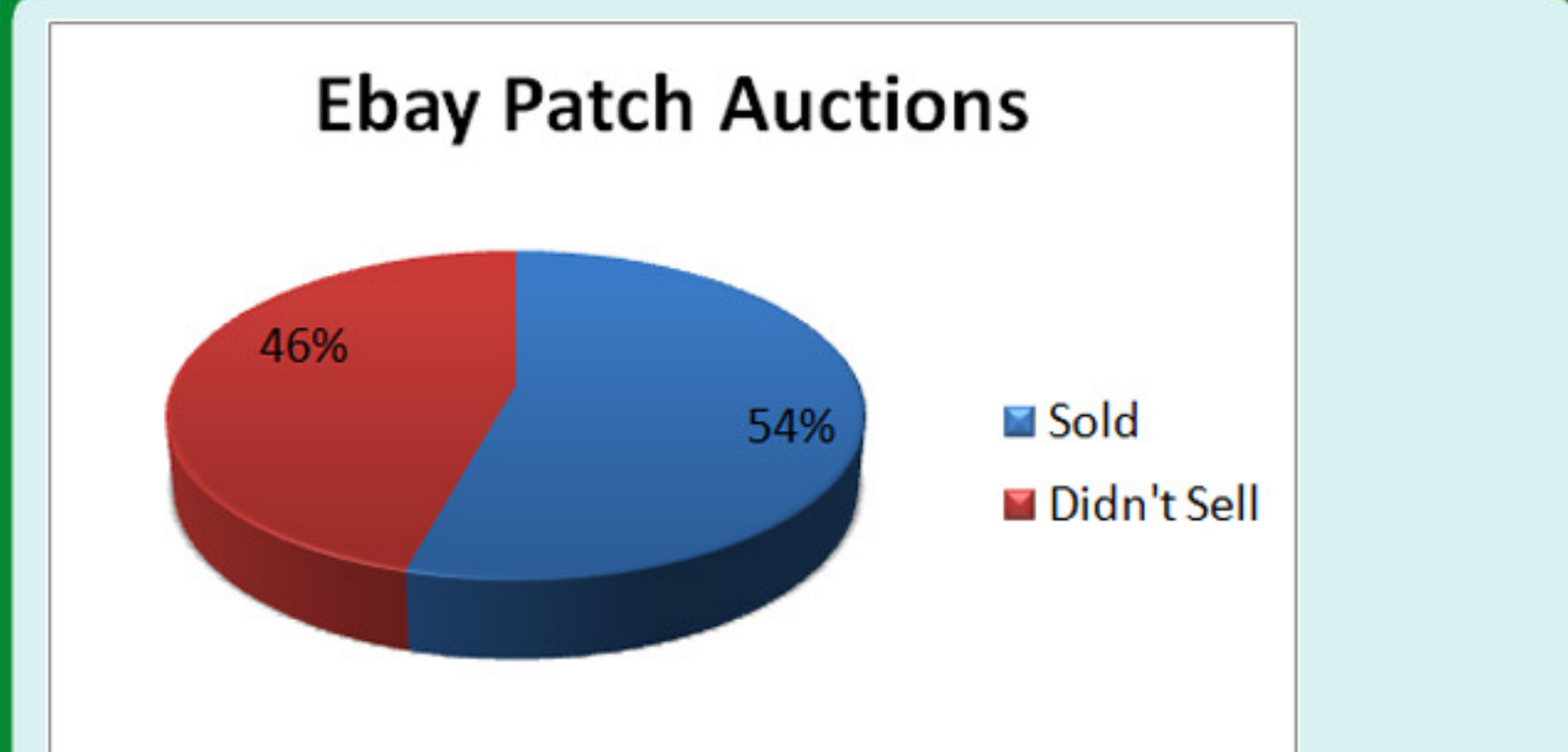
The purpose of the scrapbooking surveys was to see if patches were considered a popular scrapbook item.



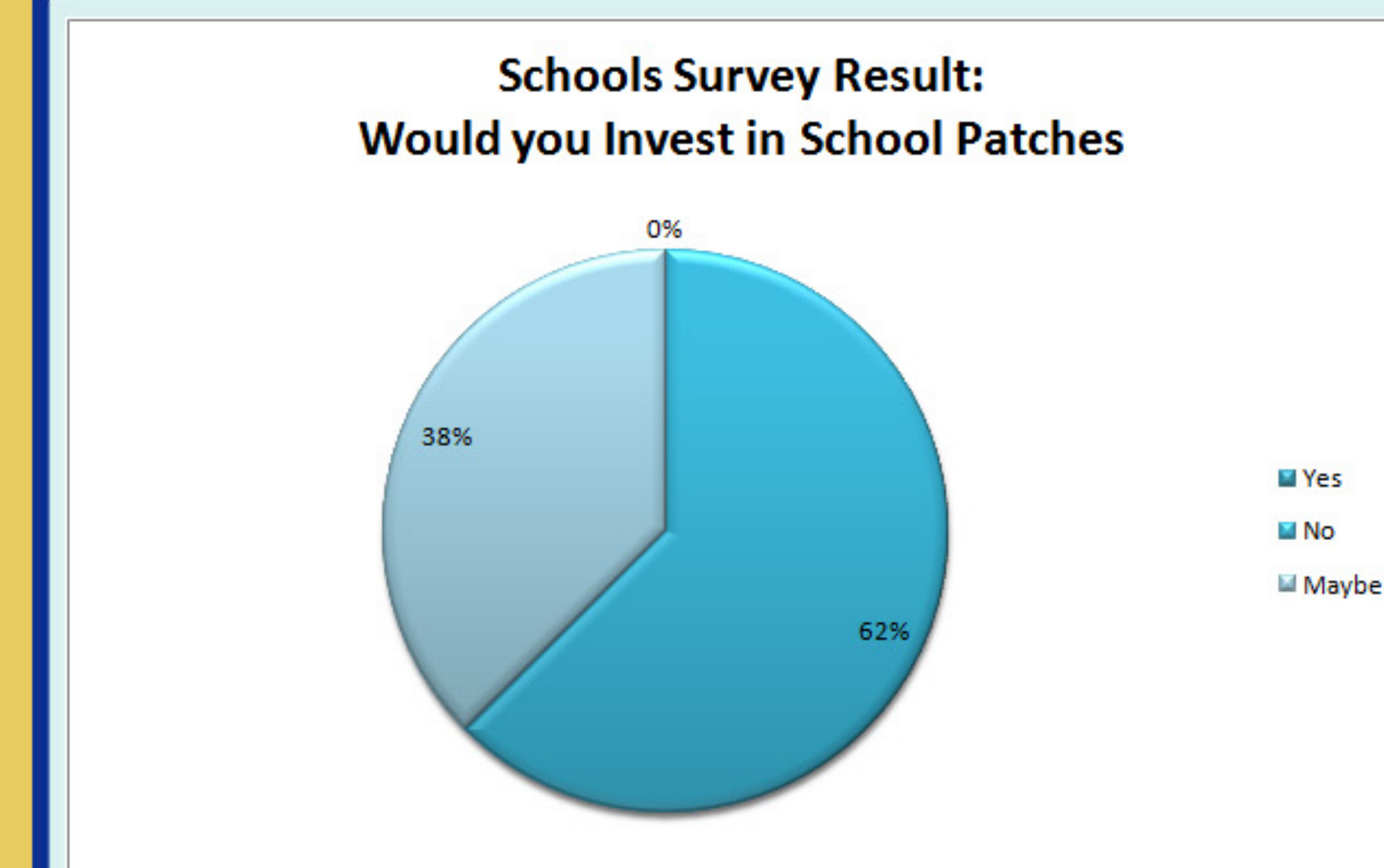
### Pets



### E-Commerce



### Schools



Our schools survey investigated chicago-land schools. Since schools contain large amounts of kids, there was a hope that they would be target consumers.

# Future

## New Website

ThreadConcept will have a modern and functional website offering:

- Patch design contests
- An online retail store
  - Scrapbooking patches
  - Political patches
  - Overstock patches
- Community site

## New business Model

ThreadConcept is a web based custom patch provider based on consumer interests.

- The business model is similar to Threadless or Shirt.Woot
- ThreadConcept community contests will be held in order to generate consumer excitement
- Markets such as RFID or OLED technology will allow for sales non-custom art related