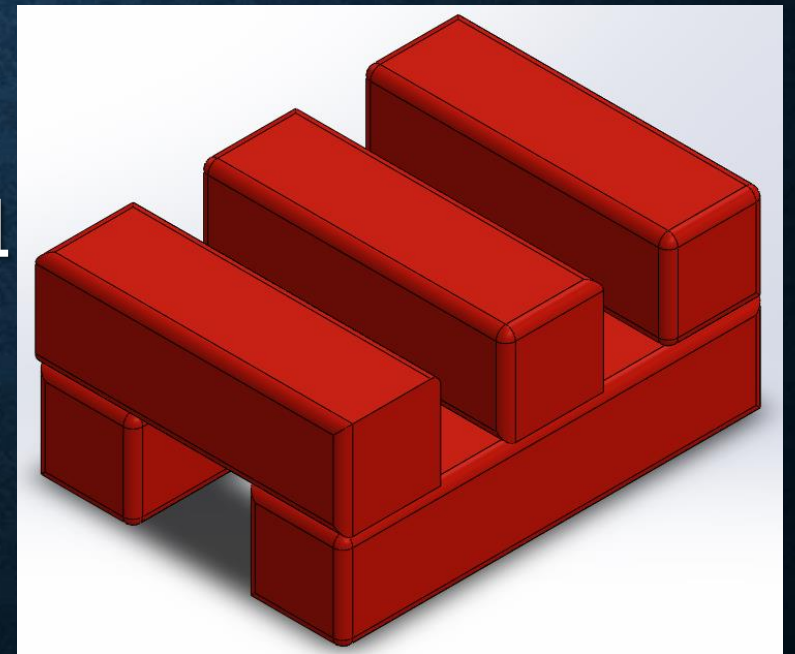


DISHES SOAP ASSIGNMENT

Juddo Abaker

ENGT120-50C-C1



PROBLEM:

Soap dishes do not drain well.

HOW CAN THIS BE FIXED?

Put drainage holes in the bottom.

HOW CAN WE KEEP THE COSTS LOW?

- Keep cost low by using aspen wood.
- Cost of aspen 4ft x4in x 1in = \$4.80.
- Can produce 8 soap dishes per one 4 ft. board.
- Labor and other cost is \$3.50 per soap dish.

WHO WILL BE OUR TARGET AUDIENCE?

- Middle class people with earnings from about \$35,000 to \$75,000 per year.

HOW WILL I SELL THIS TO MANAGEMENT?

- Easy to use.
- Drains well.
- Cleans up easily.
- Estimated profit per soap dish is \$2.90.
- Estimated cost per soap dish is \$4.10.

HOW WILL OUR ADVERTISING DEPARTMENT SELL THIS TO THE PUBLIC?

- Attractive
- Drains better than other soap dishes.
- Affordable
- Soap dishes with holes are better.
- It dries quickly.
- If the soap is kept uncovered, it will dry well.