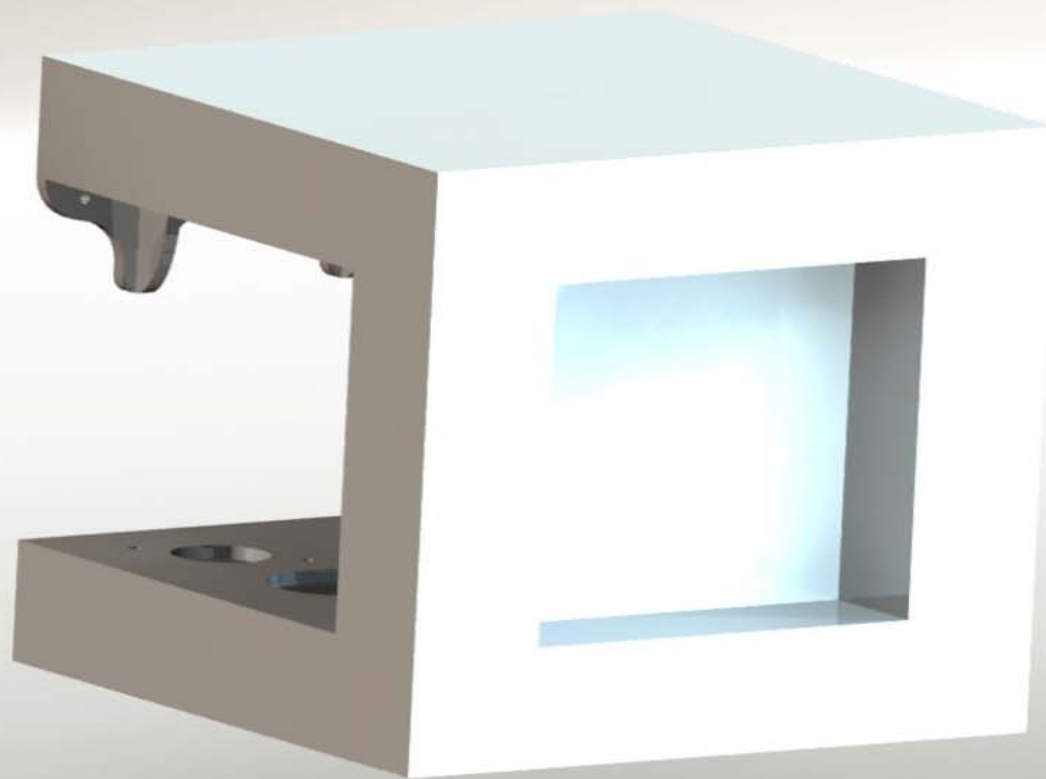


(C-light)

WE ONLY NOTICE WHAT IS DIFFERENT.



# Our Product



# The Conversation

**① Where?**

**② Why?**

**③ How?**

# The Conversation

## ① Where?



# The Conversation

## ② Why?

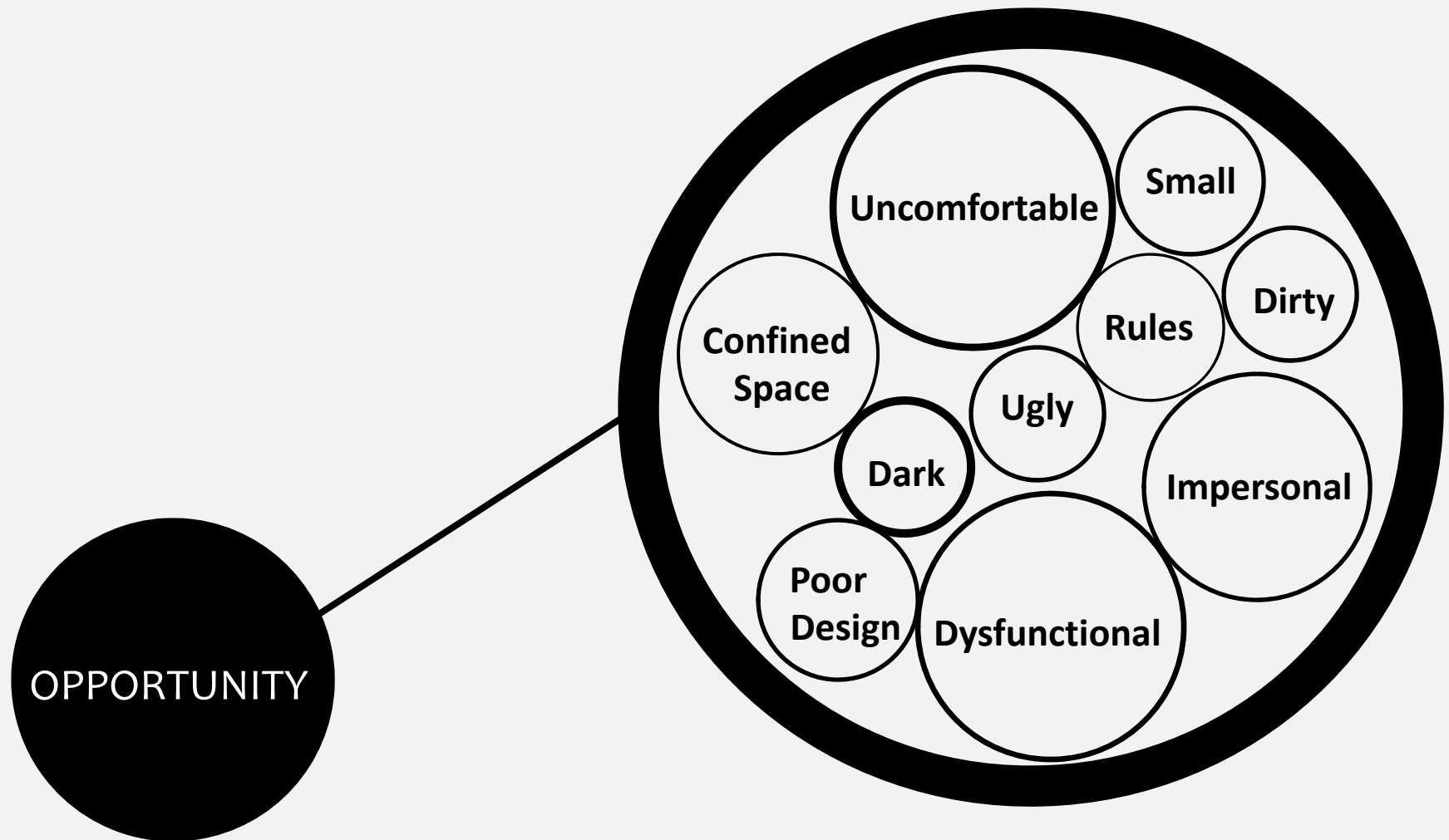


# The Conversation

**③ How?**

**ASK!**

# The Opportunity



# The Market

**15.9  
Million**

Students Enrolled in College.



# The Market

$$\frac{1}{5}$$

Live in Dormitories.

# The Market

**\$1,529.45**

Expected Spending on College Merchandise.

# The Market

**\$5.43  
Billion**

Dorm and Apartment Furnishings Spending.

# What We Saw



# What We Saw



# What We Saw





# What They Said

**"I bought a bedside table because I had nothing to put stuff on."**

**"Can turn off lights by unplugging them from the wall."**

**"Putting my shelf on the wall saves space."**

**"You can never have too many plugs!"**

**"There's not enough light!"**

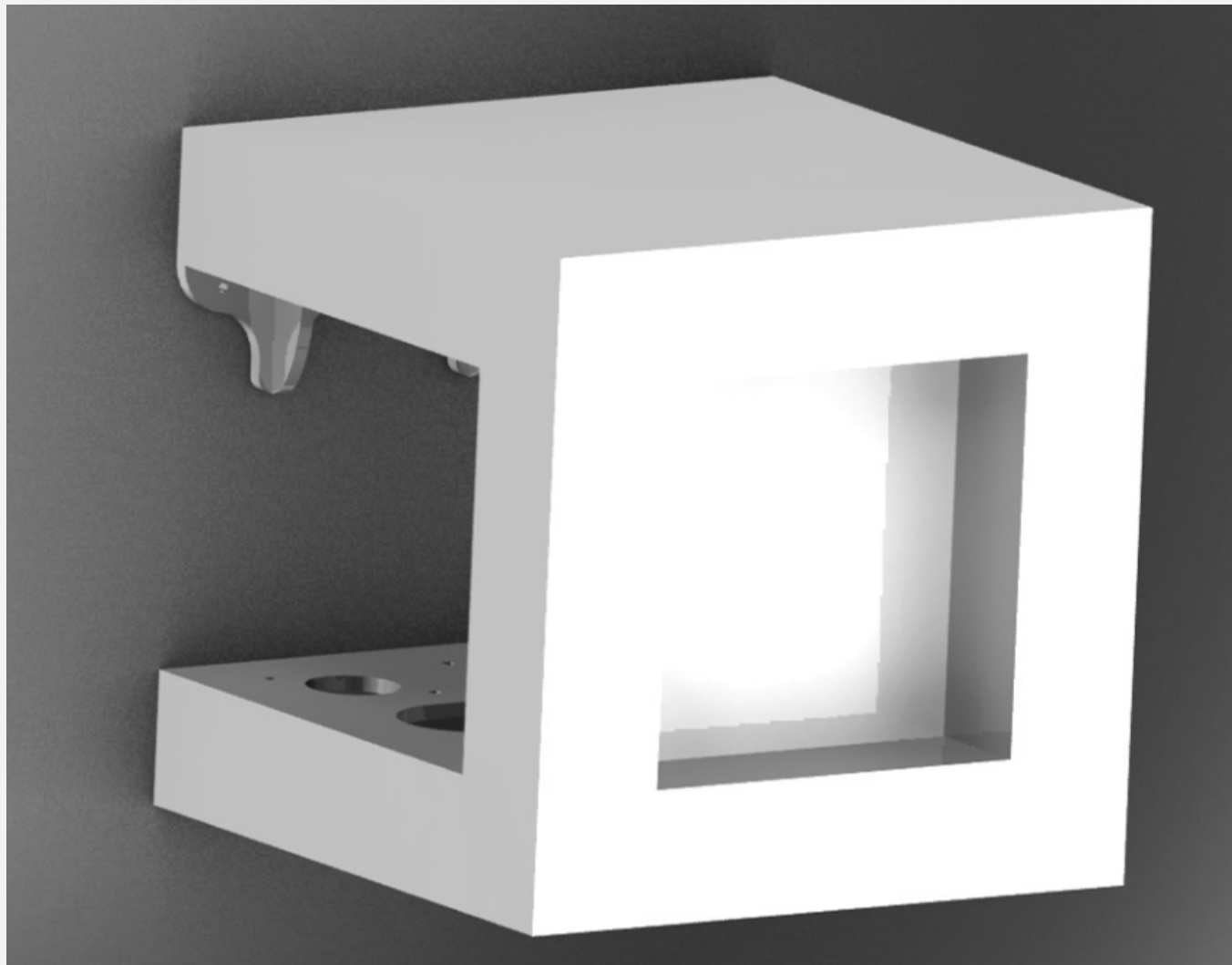
**"Shelves + bed platform = Bedside table (with storage)."**

# What We Learned

| Need # | User Needs  | User Statements     | Importance (1-5) |
|--------|---|---------------------|------------------|
| 1      | The FP provides storage space for frequently used item. | U-1,2,10,25,34,41,4 | 5                |
| 2      | The FP is accessible.                                   | U-5,10,79,101,103   | 4                |
| 3      | The FP is easily rearranged.                            | U-2,31,33,35,43,73  | 3                |
| 4      | The FP is easy to maintain clean.                       | U-8,29              | 1                |
| 5      | The FP is multi-functional.                             | U-5,10,16,21,41,57  | 3                |
| 6      | The FP is durable.                                      | U-3,17,38,110,118   | 2                |
| 7      | The FP utilizes dead space.                             | U-1,2,11,25,67,72,5 | 4                |
| 8      | The FP is customizable.                                 | U-21,31,33,37,41,9  | 5                |
| 9      | The FP has cozy interface.                              | U-23,24,28,40,44,6  | 4                |
| 10     | The FP is aesthetically pleasing.                       | U-104, 124, 132, 14 | 3                |
| 11     | The FP is intriguing and inspirational.                 | U-4, 31, 33, 36, 57 | 5                |
| 12     | The FP has a competitive price.                         | U-7, 13, 99, 140,1  | 3                |
| 13     | The FP is easy to assemble and disassemble.             | U-99, 110, 123, 14  | 2                |



# Where We Arrived



# Business Strategy

**Profit**

**Execution**

**ST/LT Implications**

# Distribution Strategy

## Direct Sales

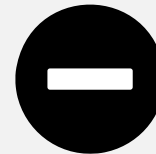
Profit



Execution



ST/LT Implications



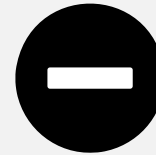
# Distribution Strategy

## Specialty Retail

Profit




Execution





ST/LT Implications




# Distribution Strategy



SIGN IN | WISH LIST |  0 | 1-888-CONTAIN

SEARCH  


SHOP BY CATEGORY ▾ STORE LOCATIONS ▾ GET ORGANIZED ▾ CUSTOMER SERVICE ▾ **GIFT CARDS** ▸ HOME ▸




## dorm

DORM > STORAGE > LIVING STYLE


1 OF 2 > | [VIEW ALL](#)




Sapien Bookcase  
\$198.00




C-Light Bedside Lamp  
\$99.00




Enameled Steel Cube Locker  
\$281.93



Mini-Mantle Bedpost Shelf  
\$14.99



Bamboo Storage Stool  
\$69.00



Bristol Storage Stool  
\$79.00

### COLLEGE TIPS & CHECKLISTS

- The Dorm Room Basic Six™
- Our College Checklist
- Countdown to College
- College Moving Tips
- Find the Perfect Backpack
- Maximizing Small Spaces
- Gifts for Grads

# Distribution Strategy

## Big Box Retail

Profit

?

Execution

—

ST/LT Implications

+

# Financial Snapshot

| Sales             |              |
|-------------------|--------------|
| Revenue           | \$537,300.00 |
| Price             | \$ 99.00     |
| Unit Sales        | 9,500        |
| Production Costs  |              |
| Fixed Costs       | \$ -         |
| Injection Molding | \$ -         |
| Variable Costs    | \$ 25.20     |
| Outer Shell       | \$ 4.50      |
| Labor             | \$ 1.00      |
| Lights            | \$ 10.00     |
| Outlets           | \$ 1.00      |
| Rubber Mat        | \$ -         |
| Dimmer            | \$ 2.00      |
| Mounting Hardware | \$ 2.00      |
| Electrical Wire   | \$ 0.70      |
| Packaging         | \$ 4.00      |
| Average Unit Cost | \$ 25.20     |

| Channel   | Units Sold  | Revenue              |
|-----------|-------------|----------------------|
| Direct    | 2500        | \$ 247,500.00        |
| Specialty | 2000        | \$ 100,800.00        |
| Big Box   | 5000        | \$189,000.00         |
|           | <b>9500</b> | <b>\$ 537,300.00</b> |

(C-light)

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