

Mission Statement for the Christmas Lights Animation Project

Product Description

A fully encapsulated Christmas lights animation product which focuses on enhancing the user experience.

Key Business Goals

- Product introduced in the second quarter 2012
- Create a niche market for interactive lighting

Primary Market

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Secondary Markets

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Assumptions

- Low price
- Fully enclosed
- Customizable and expandable

Stakeholders

- L3
- User
- Retailer
- Sales Force
- Production
- Legal department

Certifications

- UL Listing
- RoHS Compliance