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

Secondary Markets

Assumptions

* Low price
* Fully enclosed
* Customizable and expandable

Stakeholders

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

# Certifications

* UL Listing
* RoHS Compliance