

APPENDIX B

PARTIAL VIEW OF TECHNOLOGY ROADMAP WITH IDEAS GENERATED IN CASE 1

Product Line: washing machine

Goal: planning the new generation of washing machines

Monitoring the external			Attributes proposed		2012	2015
environment of the company					Opportunities for future business	
MARKET Evolution of the company compatitive environment	Evolution of market demand		marke	omer needs, changes and et trends	Performance, Economy (ECO)	Saving Money and Resources
			Market potential (market growth expectation)		Confort, Agility, Exterior Design (PREMIUM)	Smaller places Machine size
	Other trends and events	Social Political Economical	- Social and environmental trends		Reducing expenses with water, electricity and soap	Exemption of unnecessary costs
			- Socia	I trends	Choose product for it relationship	† Water price Possession paradig
		Legislation		ges in laws and regulations tional and interantional trade	Controlling the discharge of liquid waste	Incentive for water reuse
	Evolution of technology offer		- New	lescence of current technology products with new technologies	Adjustment of temperature Reduction of water consumption	
			- Emer	ging technologies		
BUSINESS Competitive Strategy EPA	Objectives/Competitive Strategy (ways) Strategic Goals				MISSION: To achieve global leadership in the commercialization of innovative products and services, profitably, solving real problems to make personal and professional lives of our consumers more pleasurable.	
PRODUCT Evolution of product portifolio	Evolution product map			Strategies of product development	Water source Drum Boater Engine	Water source Drum Seater Carbon fer Water Joledon Engine
	Product family map		Market Segment		PREMIUM Market ECO Market	
				Plataform 1		
			Product Plataform	Plataform 2		MODEL 1 MODEL