

APPENDIX C

PARTIAL VIEW OF TECHNOLOGY ROADMAP WITH IDEAS GENERATED IN CASE 2

Product Line: washing machine

Goal: planning the new generation of washing machines

Monitoring the external environment of the company			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 † Water price
			- Socia	l trends	Choose product for it relationship eest/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		2000	lescence of current technology	Adjustment of temperature, Redution of water consumption	
			The County of the	products with new technologies ging technologies	water quantity and washing time	Water reuse systems
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 pump. Drum Boater Engine	Water source Drum Beater Carbon feter Water Solector Engine
	Product		Market Segment		PREMIUM Market ECO Market	
				Plataform 1		
	fam maj		Product Plataform	Plataform 2		MODEL 1