

# **PRODUCTION AND EXPANSION OF REUSABLE JUTE CARRYALLS**

**ASSIGNMENT 1 – PART 1**

**JUNE 2, 2020**

**GROUP 2**

## PROJECT CHARTER

Project Overview		
Project Description:	Expansion of use of reusable jute carryalls on a larger scale across Ontario focusing on retail types by the end of August.	
Start Date:	Jun 2, 2020	
End Date:	Aug 21, 2020	
Team:	<div><div>1. NEETHU MURALI NAIR</div><div>2. MINNU DAVIS</div><div>3. BEN SAJI THOMAS</div><div>4. EBIN KURIAKOSE BABY</div><div>5. AKHIL KUTTAPPAN SRUTHY</div></div>	
Project Deliverables		
Identify the customers	Jun 02, 2020	
Identify customer needs	Jun 09, 2020	
Prioritize customer needs	Jun 15, 2020	
Report	Jun 20, 2020	
Product Planning Matrix	Jun 23, 2020	
Product Selection Matrix	Jul 07, 2020	
Report	Jul 11, 2020	
Block boundary diagram, DFMEA 1	Jul 14, 2020	
DFMEA 2, DFMEA 3, DFMEA 4	Jul 21, 2020	
Process Flow, PFMEA 1	Jul 28, 2020	
PFMEA 2, PFMEA 3, PFMEA 4	Aug 04, 2020	
Supplier Specification Requirements	Aug 11, 2020	
Supplier Statement of Work	Aug 15, 2020	
Market Segmentation		
Primary Market:	Offline & Online retail stores	
Secondary Market:	Bag Manufacturing Industries, Burlap recyclers, Dealers	
Stakeholders		
External Customers	Internal Customers	Suppliers
1. Trader	1. Jute fabrics designers	1. Material Suppliers
2. Wholesale seller	2. Printing chain	2. Jute spinners
3. Retailers	3. Stitching & Finishing	3. Printing unit
4. NGOs	4. Artwork	4. Media Artists

	5. Inspection 6. Sales department 7. Financers	
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### 3. List of Customers

Company 1	Hudson Bay
Company 2	Costco Canada
Company 3	Home Depot Canada
Company 4	Best Buy
Company 5	Canadian Tire
Company 6	eBay Canada
Company 7	Walmart

The customer group which we need to attract is **Group 2** and **Group 6**.

### WHY THEM?

People around the world are discovering the preferences of jute bags as give-away for brand marketing and promotion. They are eco-friendly, elegant, strong as well as re-usable. Costco Canada and Walmart has been one of earliest retailer in Canada ensuring competition was less intense. These big box enterprisers have their retail store chains spread across Canada. They have offline as well online stores. Focusing in increasing the usage of re usable carryalls in these stores would provide the necessary boost required for their production and expansion.

### MARKET SEGMENTATION

- **Distribution Channel**
  1. Offline
  2. Online

- **Product**

1. Cooler Bag
2. Standard Bag
3. Pouch Bag
4. Shopping Bags
5. Wine bottle Bags
6. Promotional Bags
7. Backpacks

- **Geographic Landscape**

1. North Ontario
2. South Ontario

- **Behavioural**

1. Frequency of re-using the product
2. Being eco-friendly