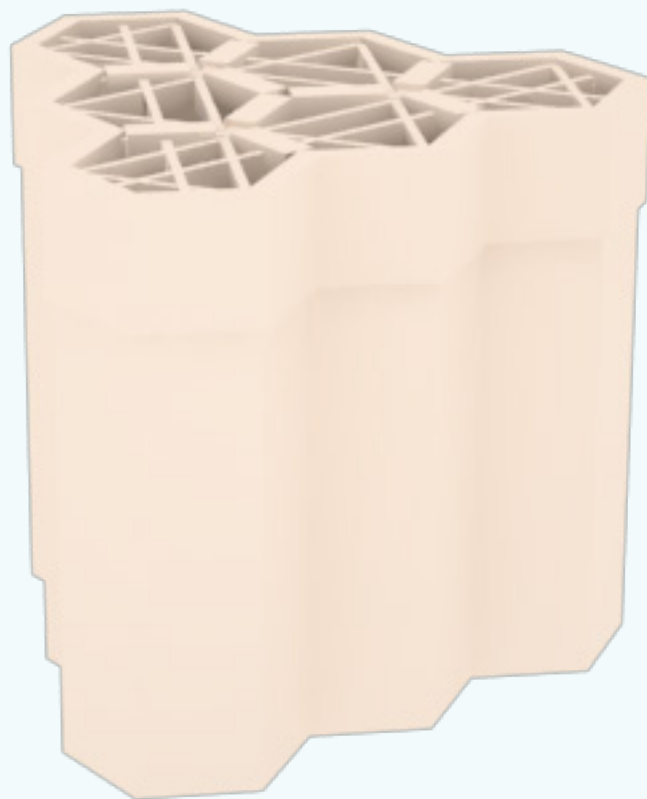
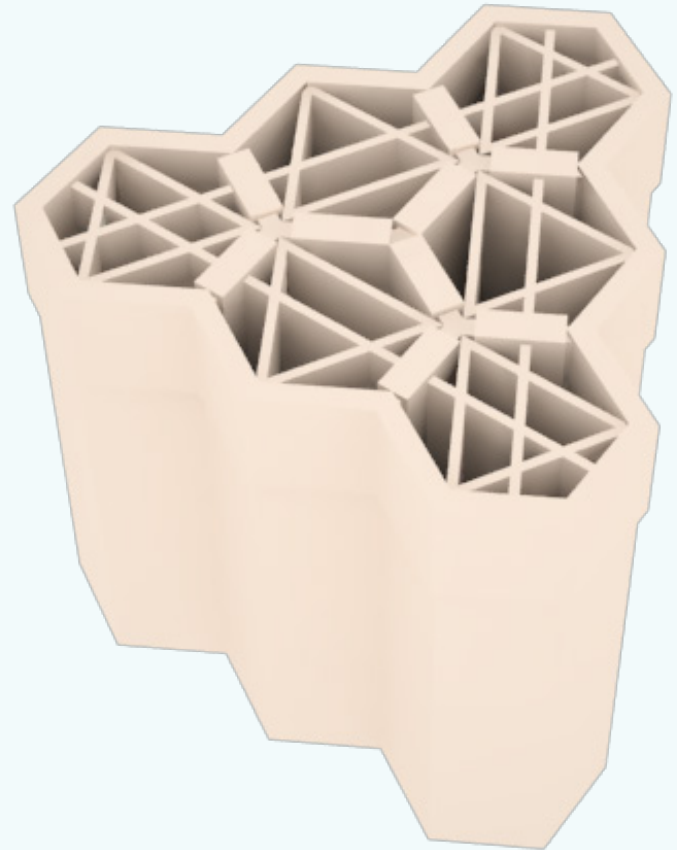


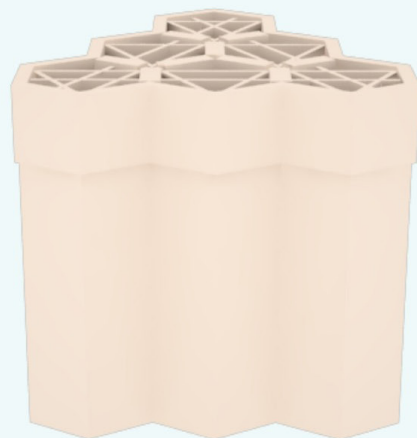
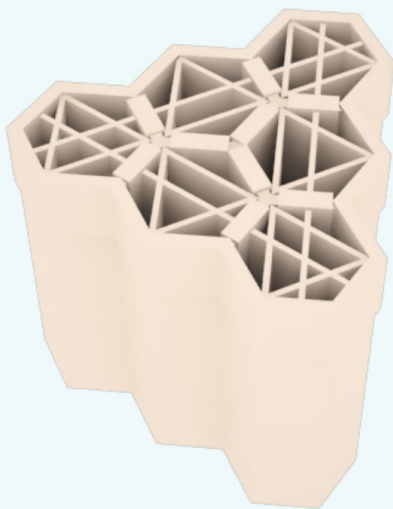
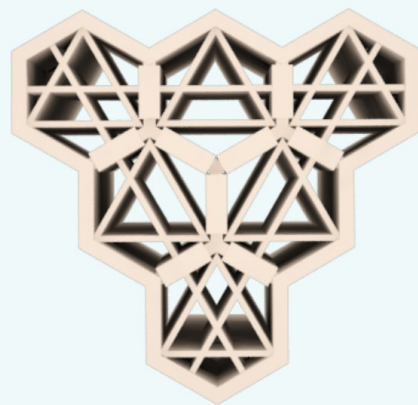
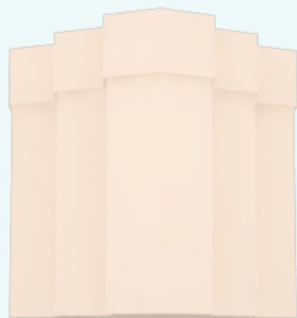
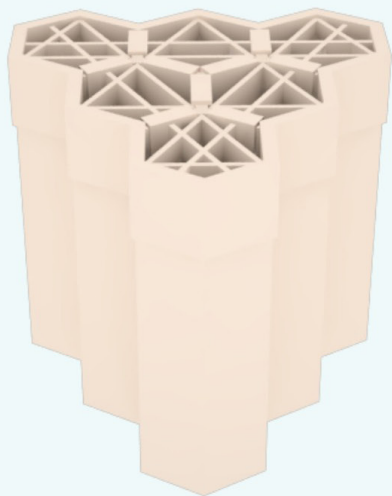
Waritha Chiarnpattanodom
Jean Kim
Irene Lee
Julia Teitelbaum
Deanna Zhu

Industrial Design Fundamentals, 05/02/2013

What







Who

Market





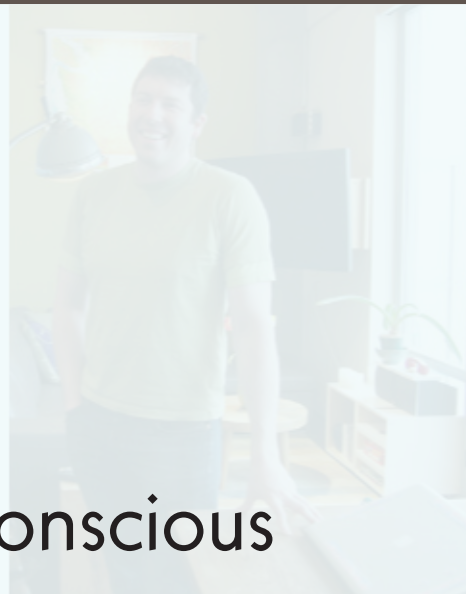
educated

city-dwellers

environmentally-conscious

design-conscious

yogis



Shops at...

lululemon

Crate & Barrel

furniture boutiques

Urban Outfitters

anthropologie





Ezra Medlin

Grad student at SFIA

Shares a small 750 sq. ft. apartment;
wants furniture to be easily movable

Works part time as a barista

Hoping to open his own art gallery
to showcase his work among others'

Trying to make ends meet paying
rent and tuition

Wants his decor to be interesting,
unique, potentially a conversation piece





Kristina Schmitt

Biologist working as a researcher at MIT

Lives in Boston in historic victorian, but prefers modern-looking interior

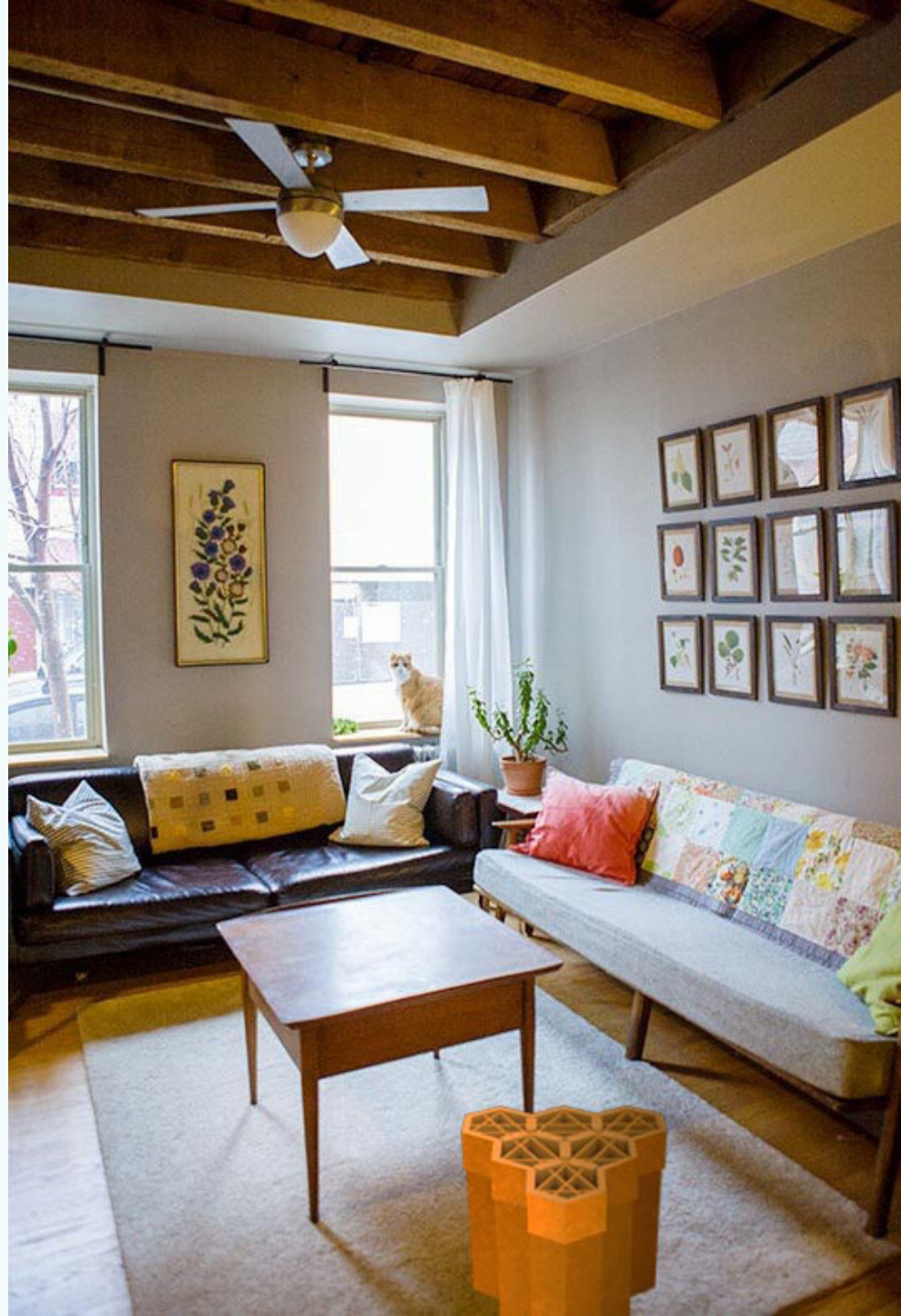
Occasionally invites friends or colleagues to her house for dinner or coffee

Likes unique-looking things

Likes small DIY projects



Where





Metropolitan
Home

How

Manufacturing Overview

Buy cardboard in bulk

Prepare pieces using die cut

Package individual sets of pieces

Ship pieces

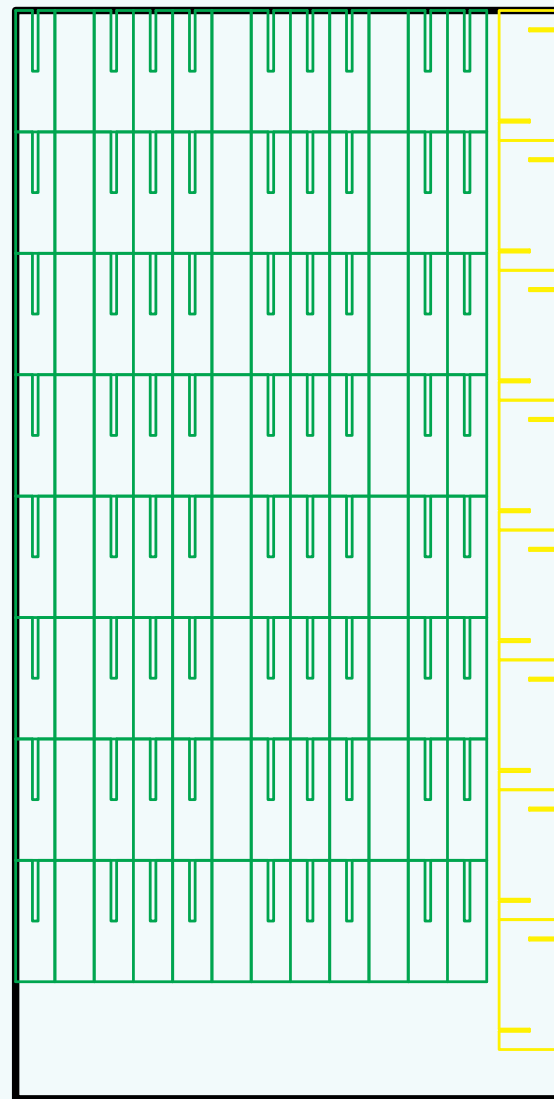
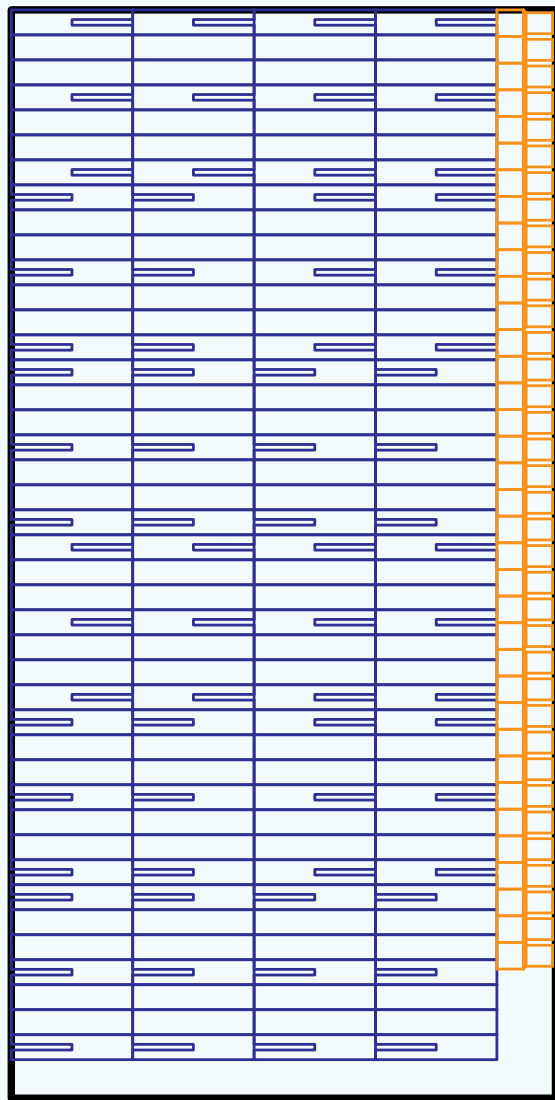
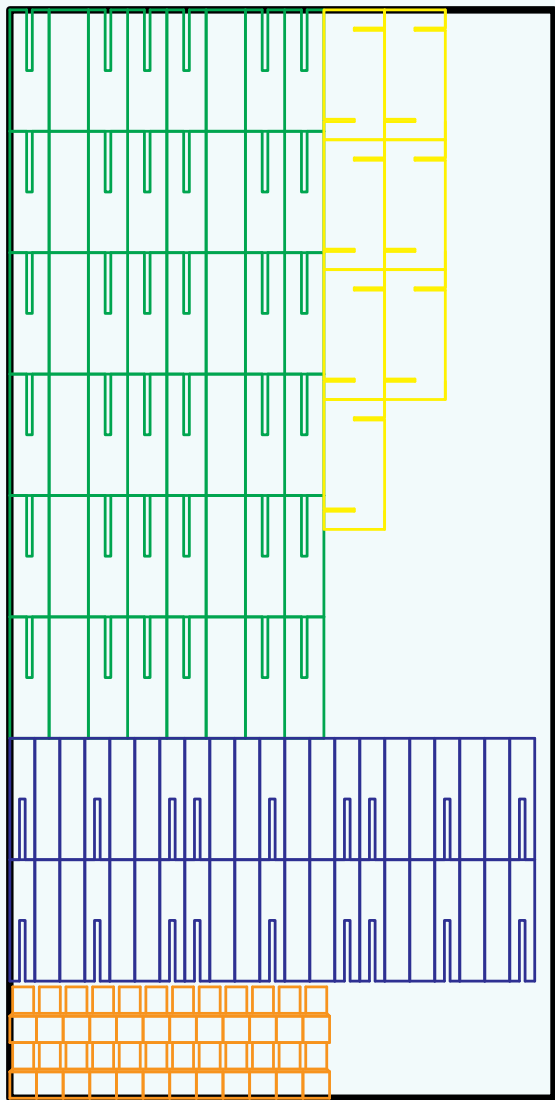
Materials & Manufacturing

c-flute cardboard

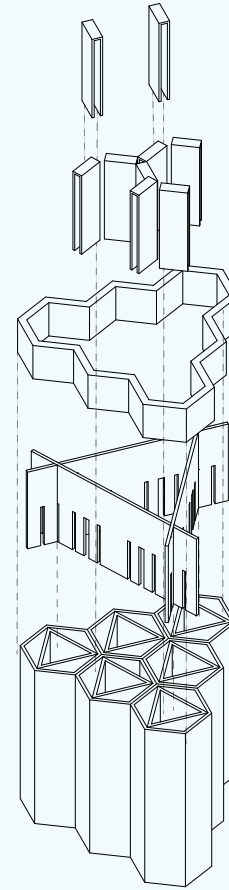
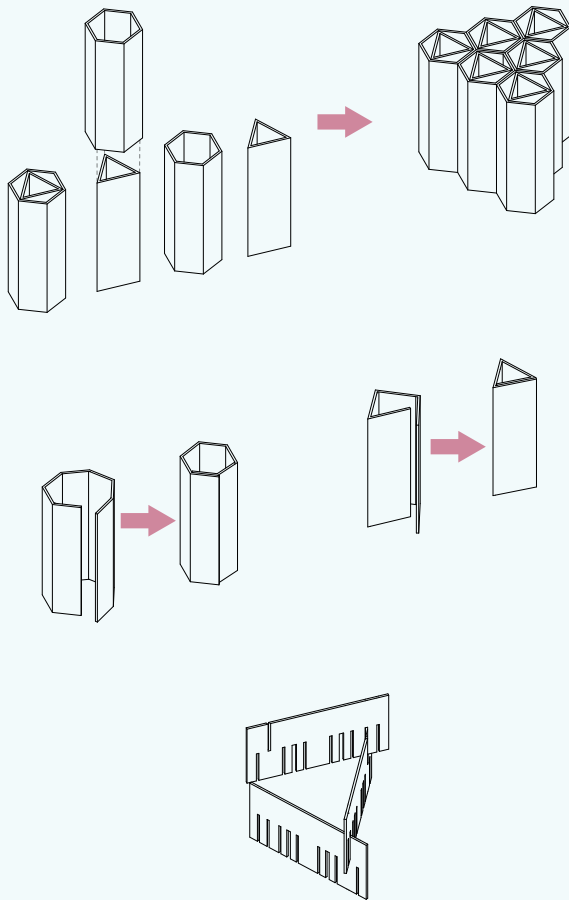


outsourcing to die-cutting company
(Mag-Knight)

Pieces



Assembly Instructions



Marketing & Distribution

Selling unassembled to Urban Outfitters retail stores in the U.S.



Our Warehouse



Retail Stores



Consumer

Production Costs

Cardboard for each stool is \$2.25

60x120" cardboard

\$5.50/sheet (for 1000+ sheets)

2 stools/sheet

Die casting and cutting is \$5.00

\$60/hr

5 minutes per sheet of cardboard (rough estimate)

\$5 per stool

Labor for each stool is \$0.05

5 warehouse workers, \$10/hour

200 stools/hr with 400,000 stools

20,000 hrs of work = \$200,000 in wages

$\$200,000 / 400,000$ stools

Shipping for each stool is \$2.16

\$2.16/stool if shipping in batches of 100

USPS Parcel Select



Pricing

Production cost per stool is ~\$9.50

Wholesale price is \$18

MSRP would be \$36

Profit per stool would be ~\$9

4000 Urban Outfitters Stores x 100 per store

= 400,000 stools x \$9/stool

= \$3,600,000 in profits

Potential additional costs:

packaging

warehousing

Thank you.

