

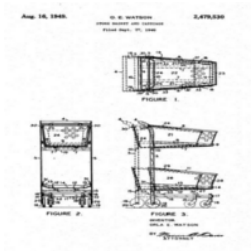


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# Shopping Cart

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## Market Research

- ▶ Dennis Curtin, director of public relations at Sunbury, Pa.-based Weis Markets, says that the supermarket chain's average cart costs about \$90[1]
- ▶ An average of 200-250 shopping carts at 100,000 grocery stores[1]
- ▶ Average lifespan of shopping cart lasts anywhere from five to seven years[1]
- ▶ Wheels can cost anywhere from eight to fourteen dollars each[2]
- ▶ One article reads that they should be replaced in two-year cycles[3]



## Problems with today's shopping carts:

Based on personal opinion and primary sources:

- ▶ Wheels
- ▶ Nothing to keep things cold/Frozen
- ▶ No way to organize food
- ▶ Requires user interaction



## The Redesign

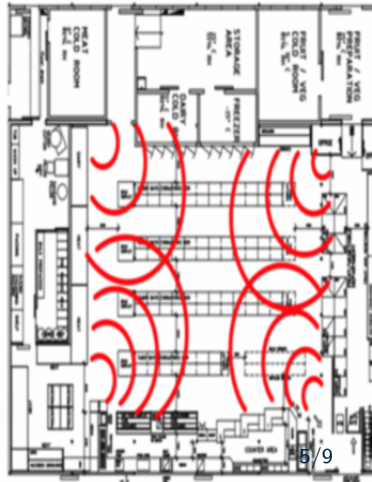
- ▶ The prototype
- ▶ Features
- ▶ Frame





## The Redesign

- ▶ Sensor System
- ▶ Omni-Wheels
- ▶ Insulated compartment





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## Costs per Unit

- ▶ Basket and Frames: \$40
- ▶ Wheels: \$60
- ▶ Insulated Compartment: \$20
- ▶ Motor: \$35
- ▶ Sensor System: One time sensor installation (store dependent) , \$15 per unit



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# Why would supermarkets buy our cart?

- ▶ Luxury Item
- ▶ Convenience
- ▶ Gives hook to a store brand
- ▶ Niche Market





## Reference List

- ▶ Ingram. (2012). Wheels Of Fortune. Retrieved September 16, 2016
- ▶ Number, B. M. (n.d.). Standard Casters. Retrieved September 16, 2016
- ▶ (2015). The lifespan of a shopping cart wheel. Retrieved September 16, 2016





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Thank You!  
Questions?