

CAR No. / University Name

CAR No. /Name:

Your company's Profile

(e.g., Capital Stock, Business Type, Number of employees, Activity Base, Revenue, Sales Revenue etc.)

Market Analysis

Enter your targeting market related the sales analysis. (Assessment of competition; Price/Volume approach;)

Sales Strategy

Enter your sales strategy statement based on the analysis. (How to sale and promote your products effectively;

Business Targets

Target Selling Price	E.g. \$36,000
Target Vehicle Production Cost	E.g. \$30,000
Target Production Volume	E.g. 50
Target Annual Profit	E.g. \$300,000
(Any Other targets team has identified as critical to achievement of strategy success)	

Vehicle Strategy & Performance for promoting its sales

Enter your product performance analysis/benchmarking leading to the specification of the various aspects of it to achieve the target price and sales goal;

Plans for Efficient Design to the consignment company

Enter the outline of the design for performance and manufacture/cost to achieve the target performance, price and profitability along your initial concept. Summarise any conclusions and rationale;

Key Design Features & Key Performance Targets

Chassis/Body Type	E.g. carbon tub; steel tube	Accn. 0-75 Metres	
Power train type	E.g. IC engine / electric	Lateral Accn, (g)	
Power / engine	E.g. 600cc twin 80bhp / electric motor – 50kW	Fuel Economy	
Target weight, kg		Other critical performance targets – (team decides)	
Other Key Feature (Team decides)			

NOTE:

- The minimum font size in the SPD must be 10-point (DTP) in English.。
- Fill all the text in the yellow boxes with your text and figures and delete the grey expository writing.
- **Please do NOT change or go out of the format and page number.**