

**CAR No. / University Name**

**2021 FST SALES PRESENTATION DOCUMENT**

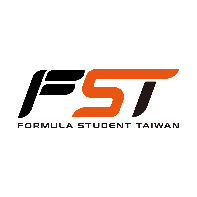
**Your company's Profile**

CAR No. /Name:

(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;)



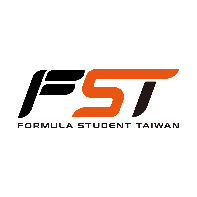
**Sales Strategy**

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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) |  |



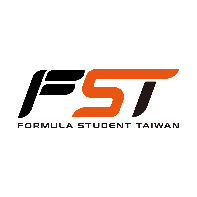
**Vehicle Strategy & Performance for promoting its sales**

**Plans for Efficient Design to the consignment company**

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

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**

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|  |  |  |  |
| --- | --- | --- | --- |
| 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.