

PROMENAI D HANDRAIL

HOLD ON TO WHAT MATTERS

By: Universidad Panamericana



SWOT ANALYSIS

Strengths

Innovative product
Tested and patented
ADA Certification
Easy to install
Durable

Weaknesses

Not widely known
Not producers
Depend on
distributors for
training

Opportunities

New distribution
channels
Growth in other
sectors

Threats

Reliance on
manufacturer
Aluminum price
increase

Analysis

Challenge

Alternatives

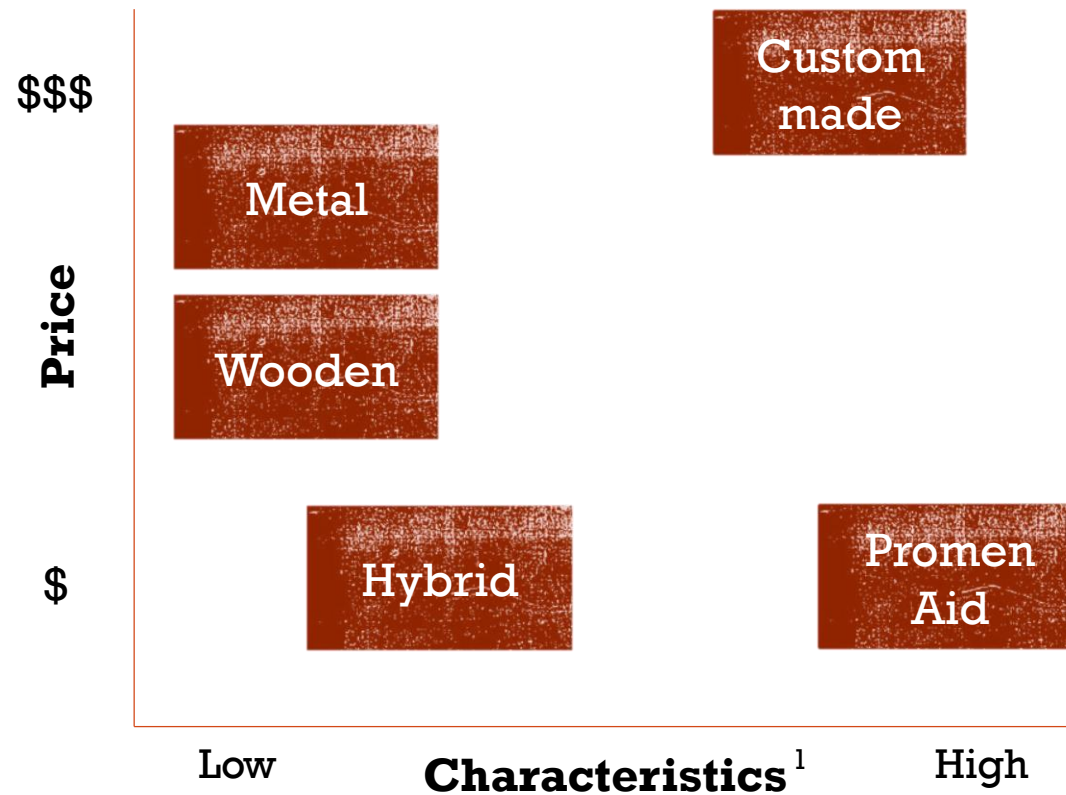
Solution

Recommendation

Implementation



COMPETITORS



Analysis

Challenge

Alternatives

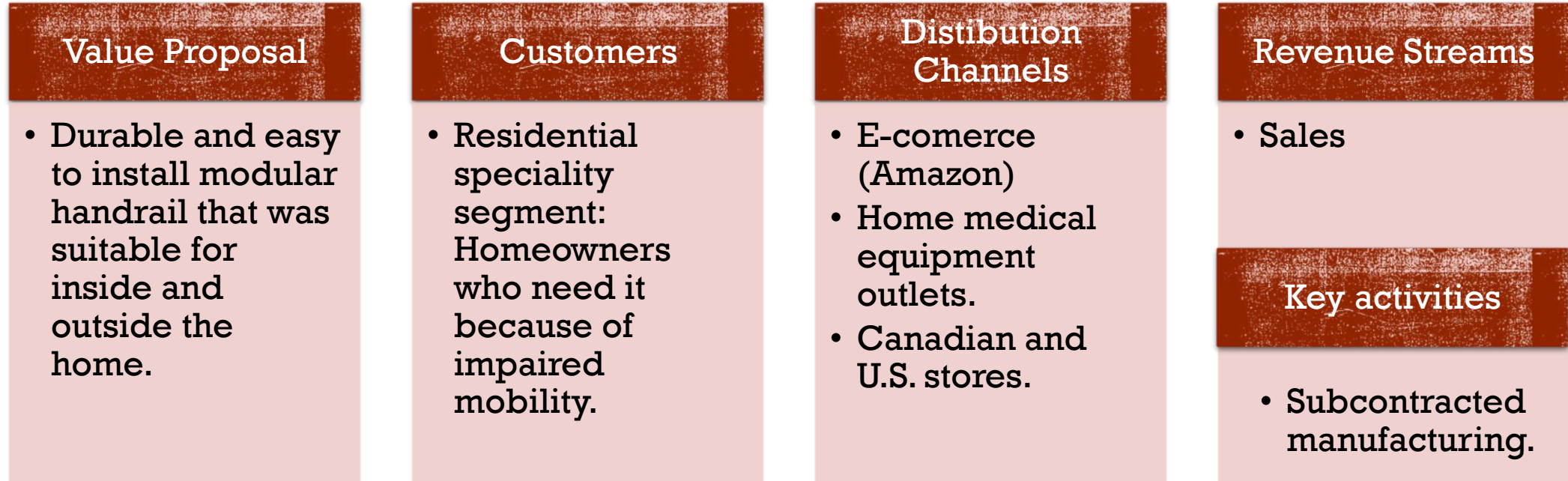
Solution

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Implementation



ANALYSIS

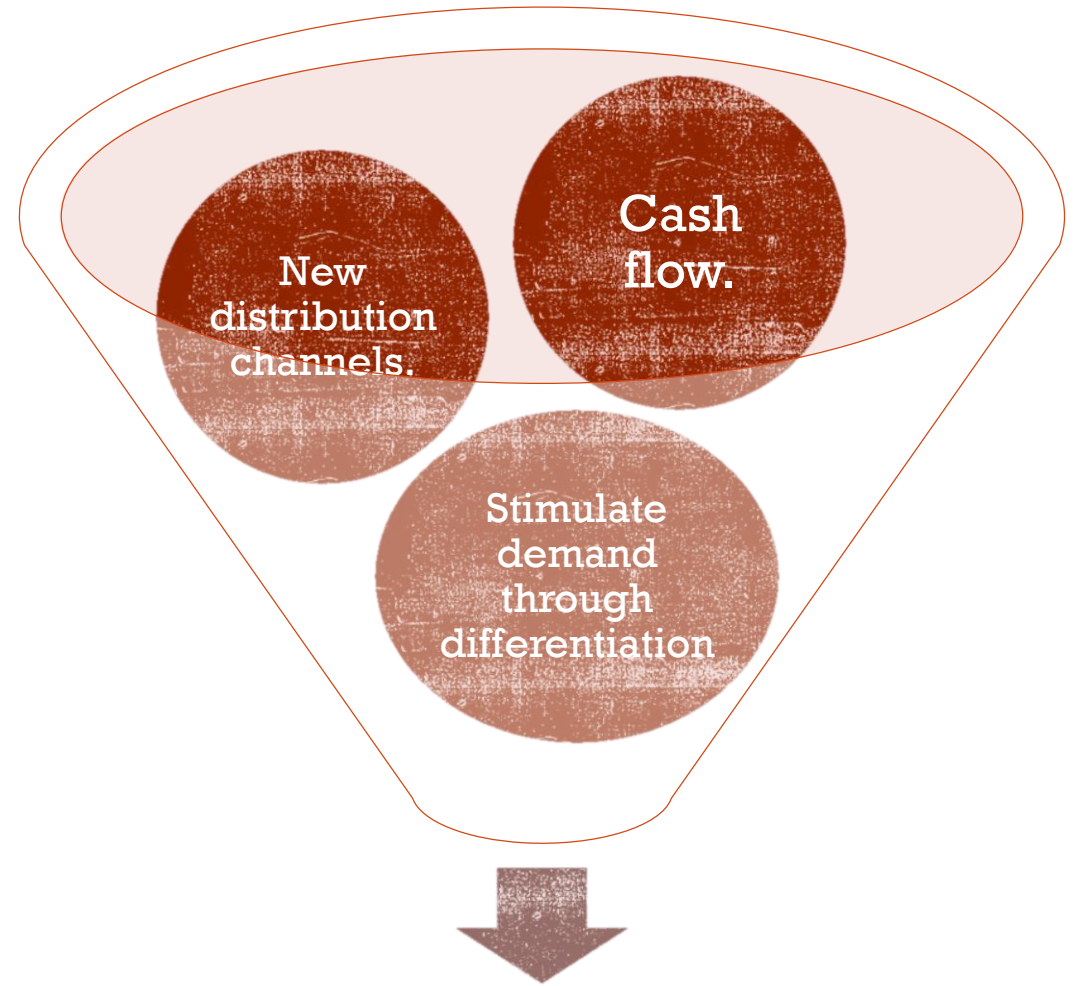


VRIO

	Valuable	Rare	Inimitable	Organized
Good Grip	✓	✓	✓	✓
Indoor and outdoor use	✓	✓	✗	
Easy to install	✓	✓	✗	
No corners	✓	✓	✗	
Continuity	✓	✓	✗	
Aesthetic	✓	✓	✗	
Weigh resistance	✓	✗		



MAIN CHALLENGE



Stimulate demand



ALTERNATIVES

1- Attack new markets

Entering other sectors that have not been developed

2- Differentiate the product

Communicate the advantages of the product

3- Change the handrail's stigma

Take away the idea that handrails are only for people with special needs

Analysis

Challenge

Alternatives

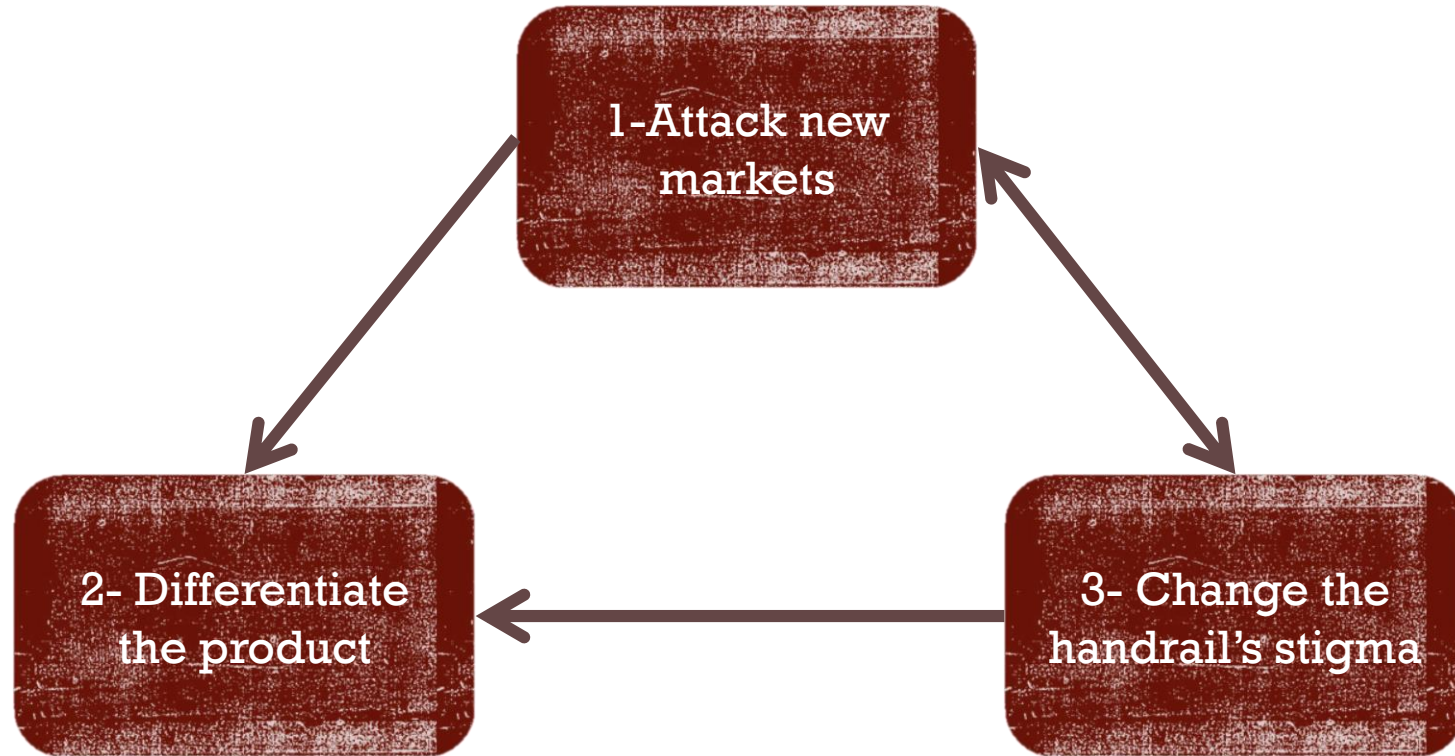
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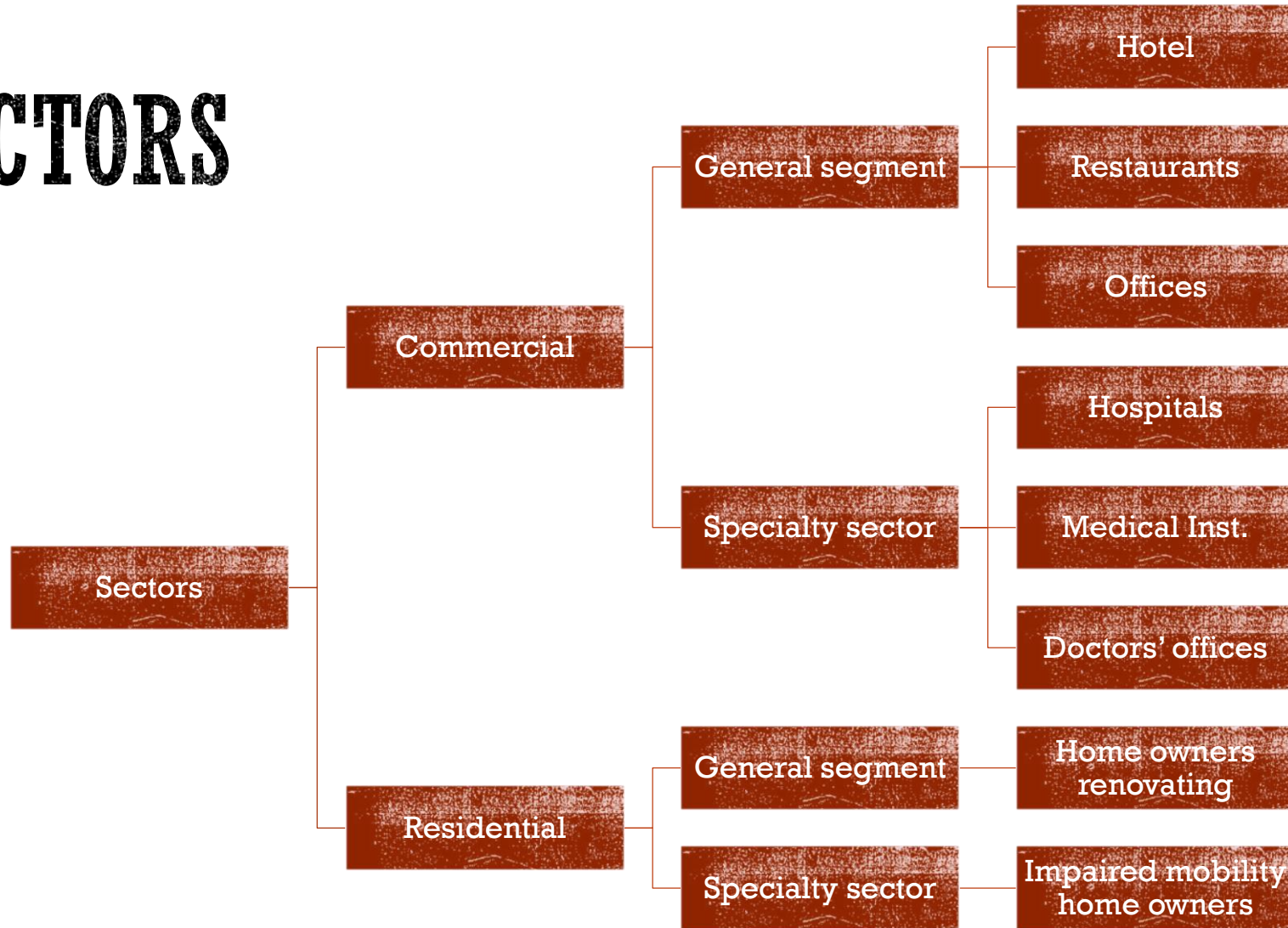
Implementation



ALTERNATIVES



SECTORS



Analysis

Challenge

Alternatives

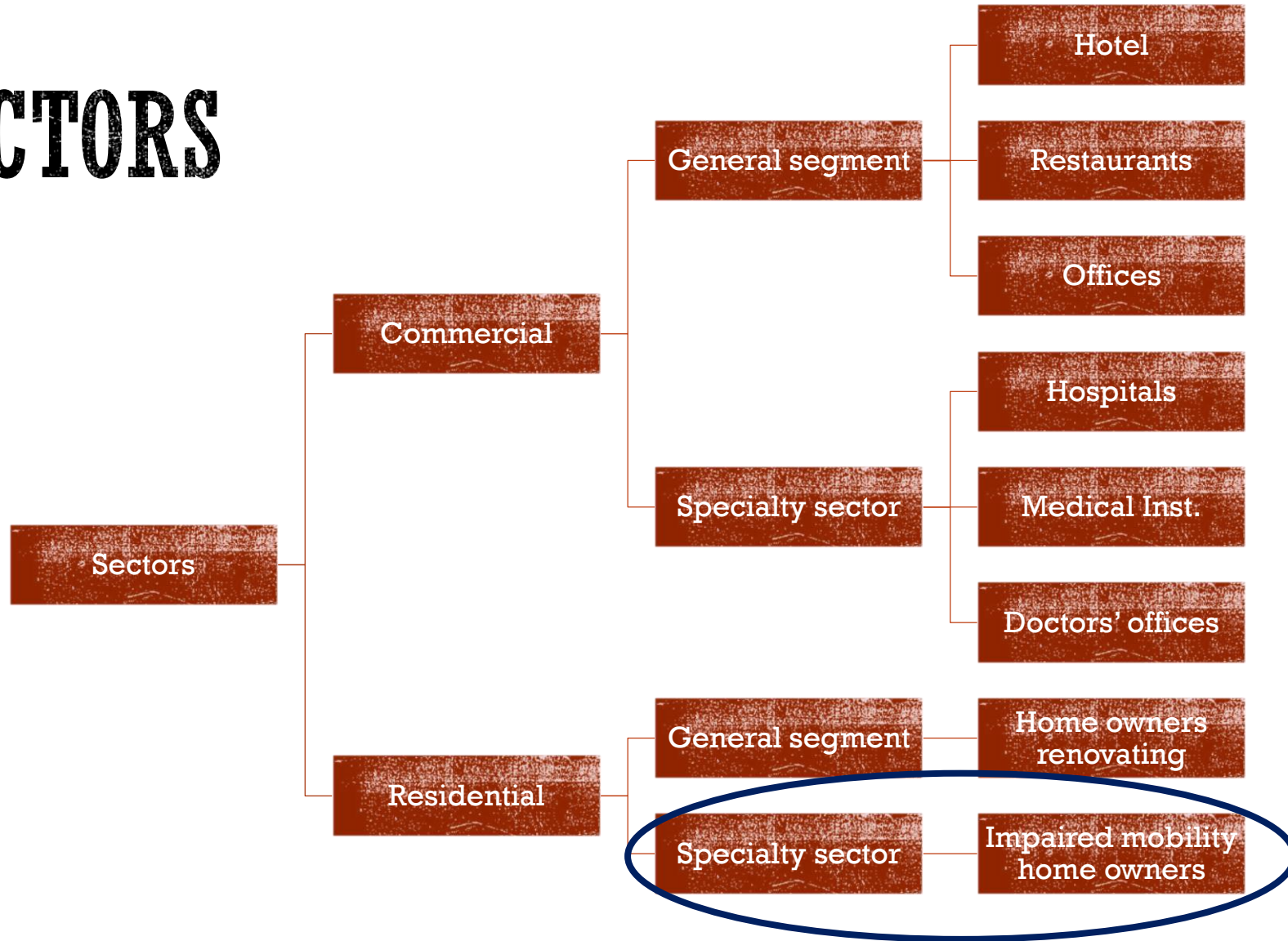
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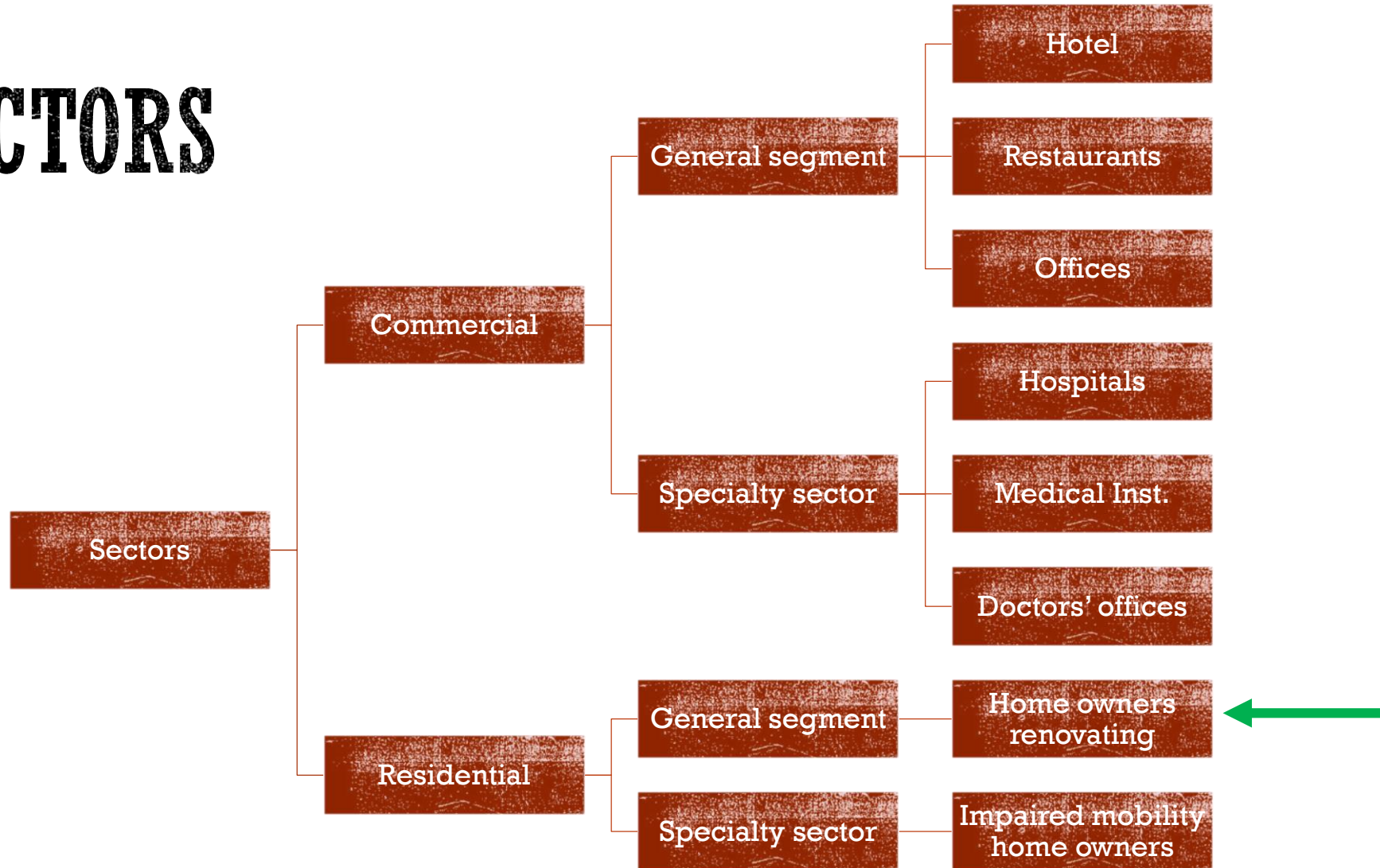
Implementation



SECTORS



SECTORS



RECOMMENDATIONS

Trade shows

Attend construction and design tradeshows

- KPI's
 - Sales obtained per show
 - Cost per lead
 - Number of tradeshows visited. Recommendation: 2
 - Estimated cost: \$11,600

Packaging and videos

Communicate advantages and DIY videos

- KPI's
 - Number of views of videos
 - Number of complains.
 - Estimated cost: \$9,000

Local jobs

Long term: People installing in each city

- KPI's:
 - Amount of jobs created
 - Number of customers requiring installation

Analysis

Challenge

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IMPLEMENTATION

Responsible

3 [Months] 6 [Months] 9 [Month] 12 {Month} Second [Yea

Attack new markets

- 1) Hire Sales & Mkt Coordinator
- 2) Visit trade shows (Construction & Design)

Rob Geller.									
Sales & Mkr Coordinator.									

Packaging & Videos

- 1) Do it yourself videos (Social Media, Webpage.)
- 2) Eco friendly Packaging design.
- 3) Communicate advantages. (Packaging)

Sales & Mkr Coordinator.									
Sales & Mkr Coordinator.									
Sales & Mkr Coordinator.									

Create local Jobs

- 1) Hire HR Coordinator
- 2) Publish freelance opportunities.
- 3) Create database from interested people.
- 4) Stablish capacitation days for them.

Rob Geller									
HR Coordinator									
HR Coordinator									
HR Coordinator									



THANK

YOU

Universidad
Panamericana



EXHIBIT 1: CHARACTERISTICS

Type	Price	Grip	Indoor and outdoor	No corners	Weight resistant	Easy to install	Aesthetic
PromenAid	\$	✓	✓	✓	✓	✓	✓
Wooden	\$\$	✗	✗	✗	✗	✗	✓
Metal	\$\$	✗	✗	✗	✓	✗	✗
Hybrid	\$	✗	✗	✗	✓	✗	✓
Custom made	\$\$\$	✗	✓	✓	✓	✗	✓



EXHIBIT 2: COSTS

Trade shows	
Trade show	\$2,000
Flights, freights, food, hotel	\$2,000
Printed and marketing material	\$1,800
Total:	\$5,800

Packaging and videos	
Development of new packaging	\$3,000
Development of videos	\$6,000
Total:	\$9,000

