

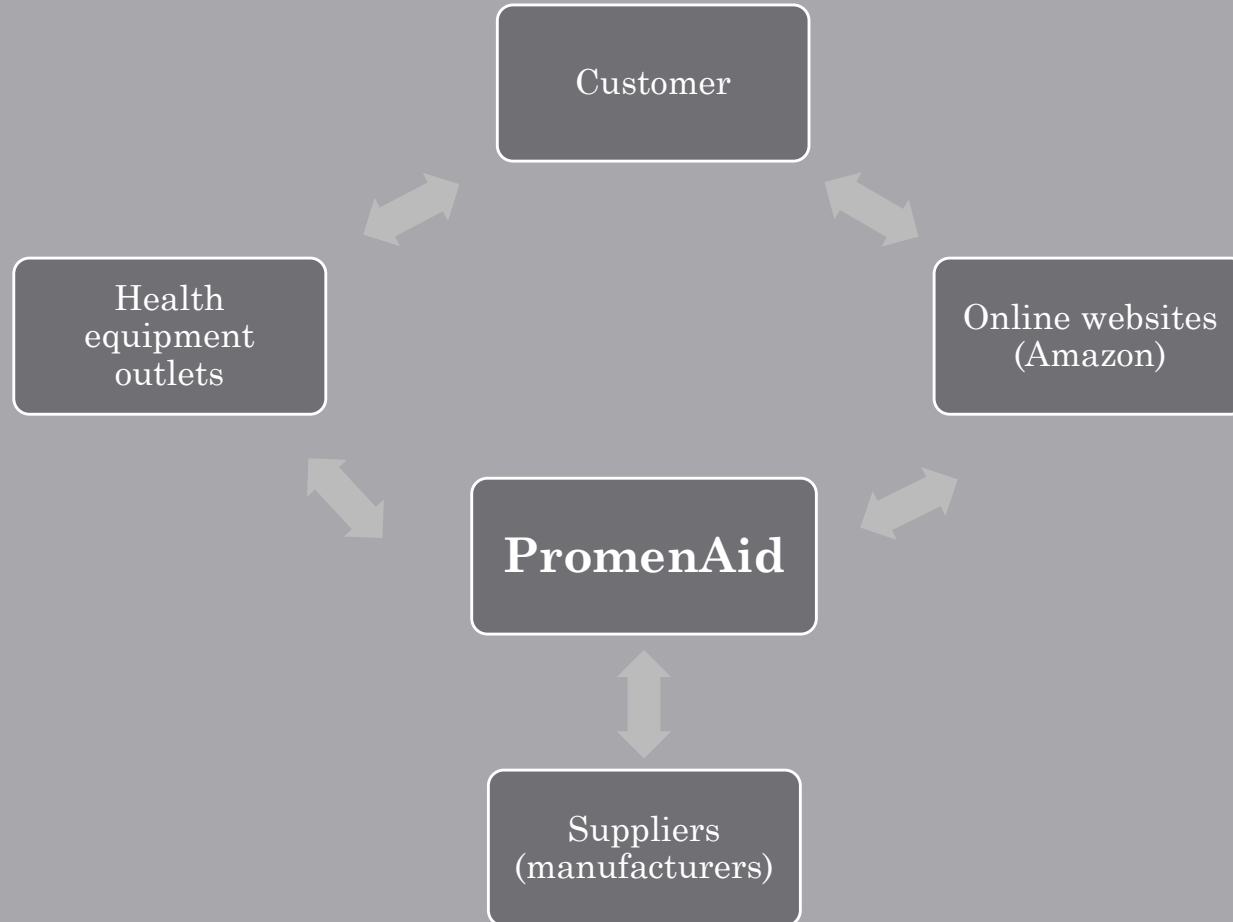
Clarkson University

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Introductory Outline

- Supply chain structure
- Challenges and solutions
- Risks
- Recommendations
- Implementation
- Future suggestions
- Questions

Supply Chain Structure



Challenges

- Distribution
- Differentiation marketing
- Cash flow

Distribution

- Consolidate distribution
 - Length restriction
 - Additional cost savings
- Work with big box stores

Change in Target Market

- Working individuals (25-60)
- Aging population
- Mobility impaired

Marketing

Residential:

- Social Media
- Occupational therapists

Commercial/institutional:

- Contractors

Finances and Cash Flow

- Renegotiate payment dates with suppliers and distributors
- Restructure usage of \$600,000 Investment

	Initial Proposed	New Proposal
Product Development	\$229	\$229.00
Advertising and Promotion	\$248	\$248.00
Selling Costs	\$341	\$0.00
Sales and Marketing	\$589	\$248.00
Repayment of Existing Debt	\$134	\$0.00
Contingencies	\$248	\$123.00
Total Proceeds	\$1,200	\$600.00

Risk and Contingency

1. Limited subcontractors
2. Variability in material costs
3. Handrail stigmatism
4. Loss of firm member
5. Lower growth in sales than anticipated

Severity		4	5	1	
			2		
				3	
	Probability				

Recommendations

- Appoint Geller to the VP of marketing
- Appoint Warshaw to CFO
- Assign appointees to finance
- Hire a social media consultant
- Reduce cash-to-cash cycles
- Change target market

Implementation

- Year 1—residential focus
 - Build social media Work with occupational therapists
 - Hire regional sales staff
 - Explore big box options
 - Locate new distributor
- Year 2—residential focus
 - Renegotiate prices
 - Conclude deal with big box store
 - Locate substitute contractors
- Year 3—commercial/institutional focus
 - Contractors
- Year 4—operations focus
 - Branch into independent stores and smaller chains
 - Promotional material for pharmacy's, support groups
 - Redesign connections between pieces
- Year 5—Innovation focus
 - Increase investment to R&D

Future suggestions

- New designs
- In-house anodizing
- Incremental innovation

Questions?