The Chicago Embroidery Company

IPRO 356: A Living Business Case
Problem

The Team

• Advisors:
  – Jim Braband
  – Nik Rokop
• Jessica Correa
• Jung-Jae Kim
• Paul March
• Vito Natale

• Timothy Nystrand
• Jacqueline Puschkar
• John-Paul Roman
• Kara Wilke
• Jacintha Wong
Objectives

- Revenue of $3M by 2013
  - Increase Current Market Position
  - Update Website
  - New Products and Markets
Team Organization

Paul - IPRO Team Leader

Jackie - Market Team Leader

Vito - Product Team Leader

Market team: Jacintha, John-Paul, Kara, Jessica

Product team: Tim, Jung-Jae, Paul
Research

• Markets
  – Scrapbook
  – Pets
  – Politics
  – Schools
  – Online

• Products
  – RFID
  – OLED
Scrapbooking

1 in 4 Households Scrapbook

Would you buy patches that were specifically made for scrapbooking?

Yes  No
Scrapbooking: Our Designs
Would you consider buying an embroidered patch related to your pet(s)?
<table>
<thead>
<tr>
<th>School Name</th>
<th>Yes</th>
<th>No</th>
<th>Maybe/Depends</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belleville High</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Lake View High</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lincoln Park High</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lane Tech High</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>William Howard Taff High</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kelvin Park High School</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>De La Salle (Boys)</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>De La Salle (Girls)</td>
<td></td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>
Ebay

Winning bid: US $2.99

Ended: Apr 27, 2008 19:24:33 PDT

Shipping costs: US $1.99
Standard Flat Rate Shipping Service to United States
(more services)

Ships to: Worldwide

Item location: Chicago, IL, United States

History: 1 bid

You can also: Email to a friend

Listed by: c-emblem (11 ★) 

Meet the seller
Feedback: 100% Positive
Member: since Feb 15, 2006 in United States

Buy safely
1. Check the seller's reputation
Score: 11 | 100% Positive

2. Check how you're protected
PayPal: Up to $200 in buyer protection. See eligibility

Returns: Seller accepts returns.
7 Days Money Back

Description

Item Specifics
Product Type: Patches
Time Period, War: Korean War

Country: USA
Wearable Technology
Research Outcome

• Expand to new markets
• Profit through direct sales
• Moving beyond Chicago Embroidery Company
Conclusion: A New Company

- ThreadConcept
  - Consumer Driven
  - Creative Design
  - Fashionable Ideas
A New Company Needs a New Website

- Instant Image Upload
- Custom Ordering
Generating Buzz

• Online Contest
• Online trends
Future Projects

• OLED Product Line
• Gutzy Gear
• New Technology Markets
• Distribution of RFID Patches
Ethical Issues

• Confidentiality Agreements
• Licensing
• Contest rules