

# **CAD/CAM Project Proposal**



**IPO ( Infinite Plus One ) - Team 1**





# Company Profile

## Introduction

**Our company is the project group that was established in 2006's fall to get A+ grade at the CAD/CAM Class.**



# **Main Subject & Requirements**

## **Main subject**

**Design a creative product that has functional and commercial value.**

## **Requirements**

- ✓ **Proper price**
- ✓ **Functionality**
- ✓ **East to manufacture**
- ✓ **Creativity**
- ✓ **Easy to use**
- ✓ **Attractive appearance**

# General Concept

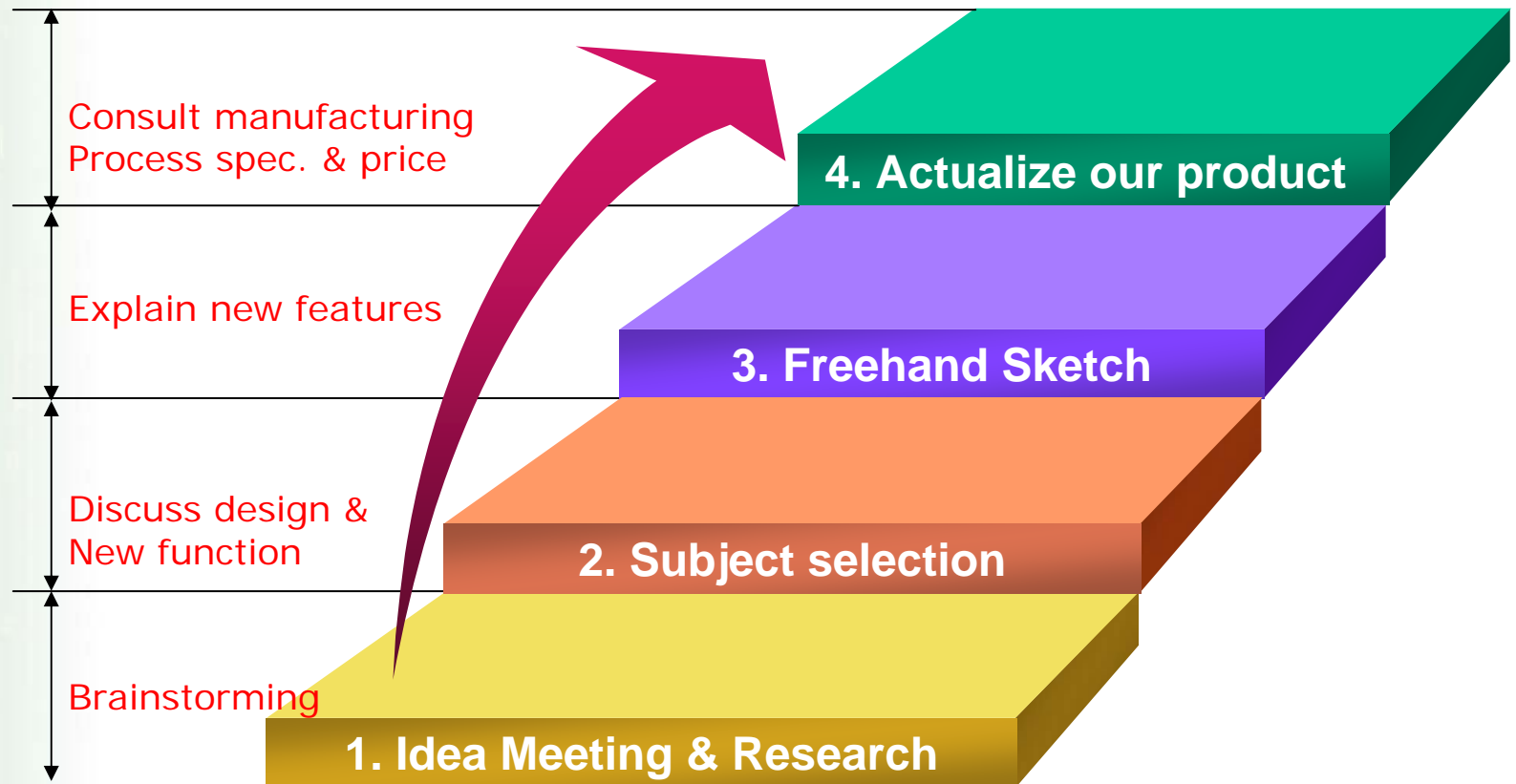
## Concept

- ✓ New function and simplicity
- ✓ Revising of existing product
- ✓ Closely connected with life
- ✓ Easy maintenance & cheap price



# Subject selection process flow

**Let's go guys!!**



# Idea on list #1

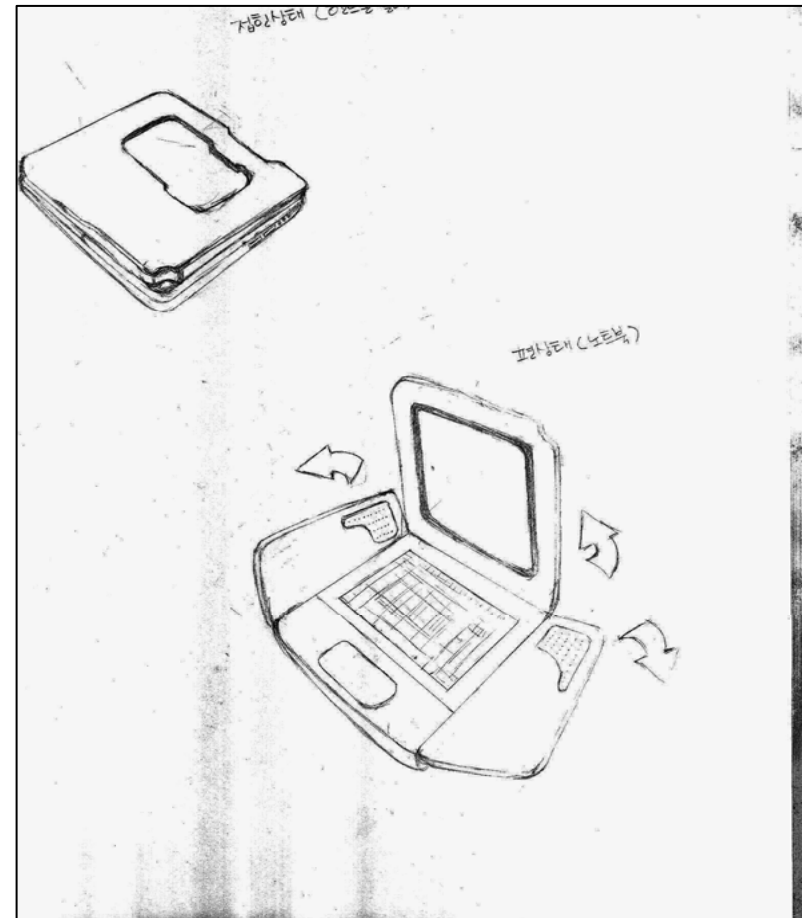
## Cell phone with Folding Keyboard

### Pros

- ✓ Two daily using product
- ✓ Fashionable design
- ✓ Revolutionary product

### Cons

- ✓ Hard to actualize
- ✓ Thickness problem
- ✓ High cost



## Idea on list #2

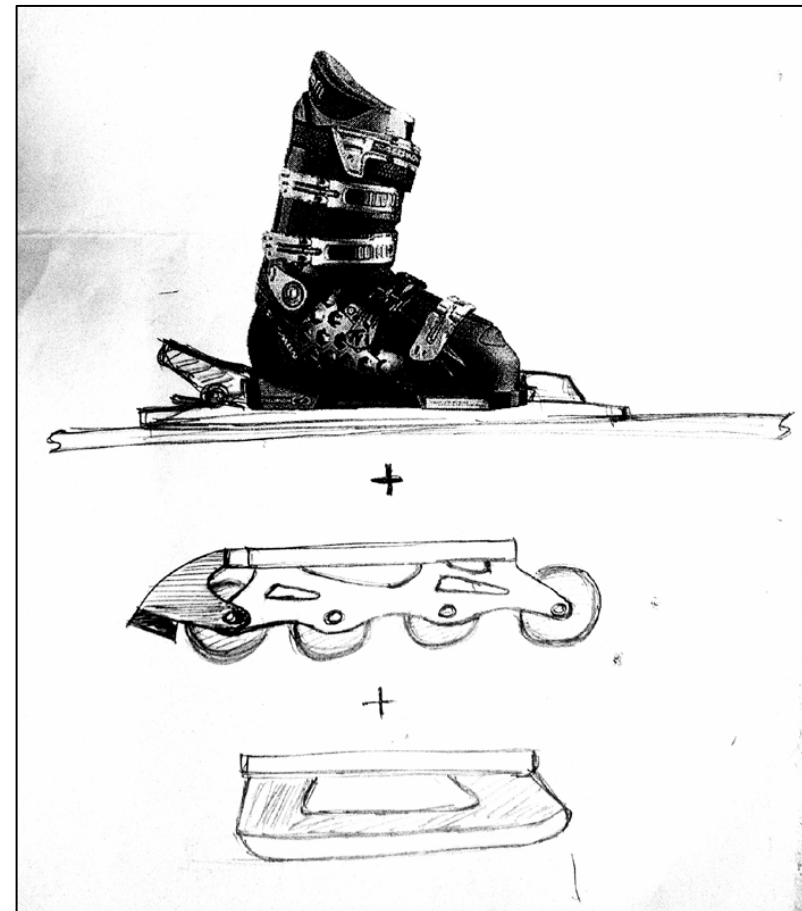
### Multi functional boots for leisure

#### Pros

- ✓ Vehicle for multi leisure
- ✓ Simple mechanism
- ✓ Easy to modify
- ✓ Saving cost

#### Cons

- ✓ Precursory product
- ✓ Possibility to fail
- ✓ Structural weakness





## Idea on list #3

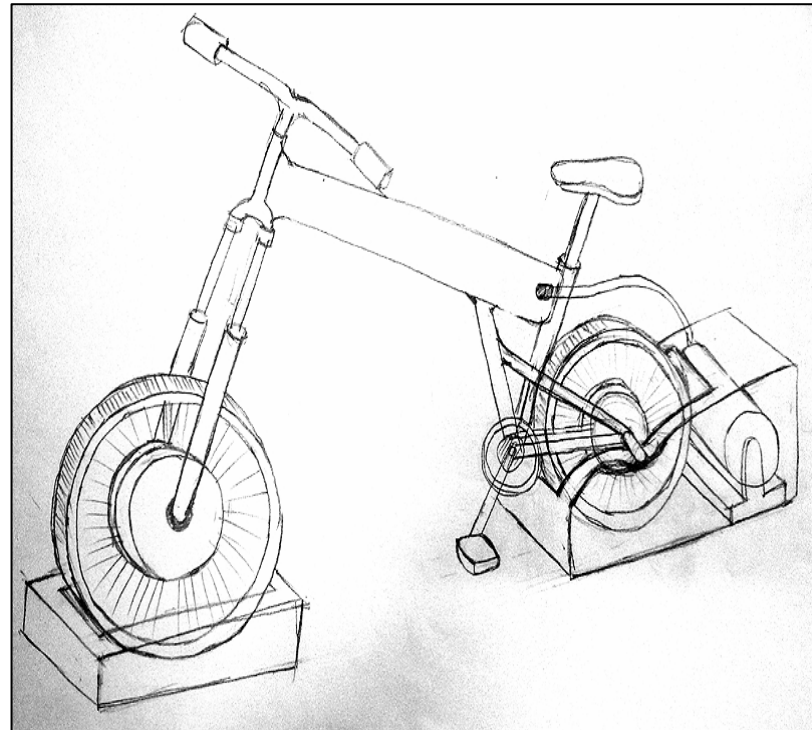
### Bicycle with healthy Charger

#### Pros

- ✓ Fusion of two product
- ✓ Good for health
- ✓ Ingenious Idea

#### Cons

- ✓ Poor design concept
- ✓ Hard to manufacture
- ✓ Cleanliness problem





## Idea on list #4

### Baby buggy with heating system

#### Pros

- ✓ Daily using product
- ✓ Good for baby's health
- ✓ Easy to add function

#### Cons

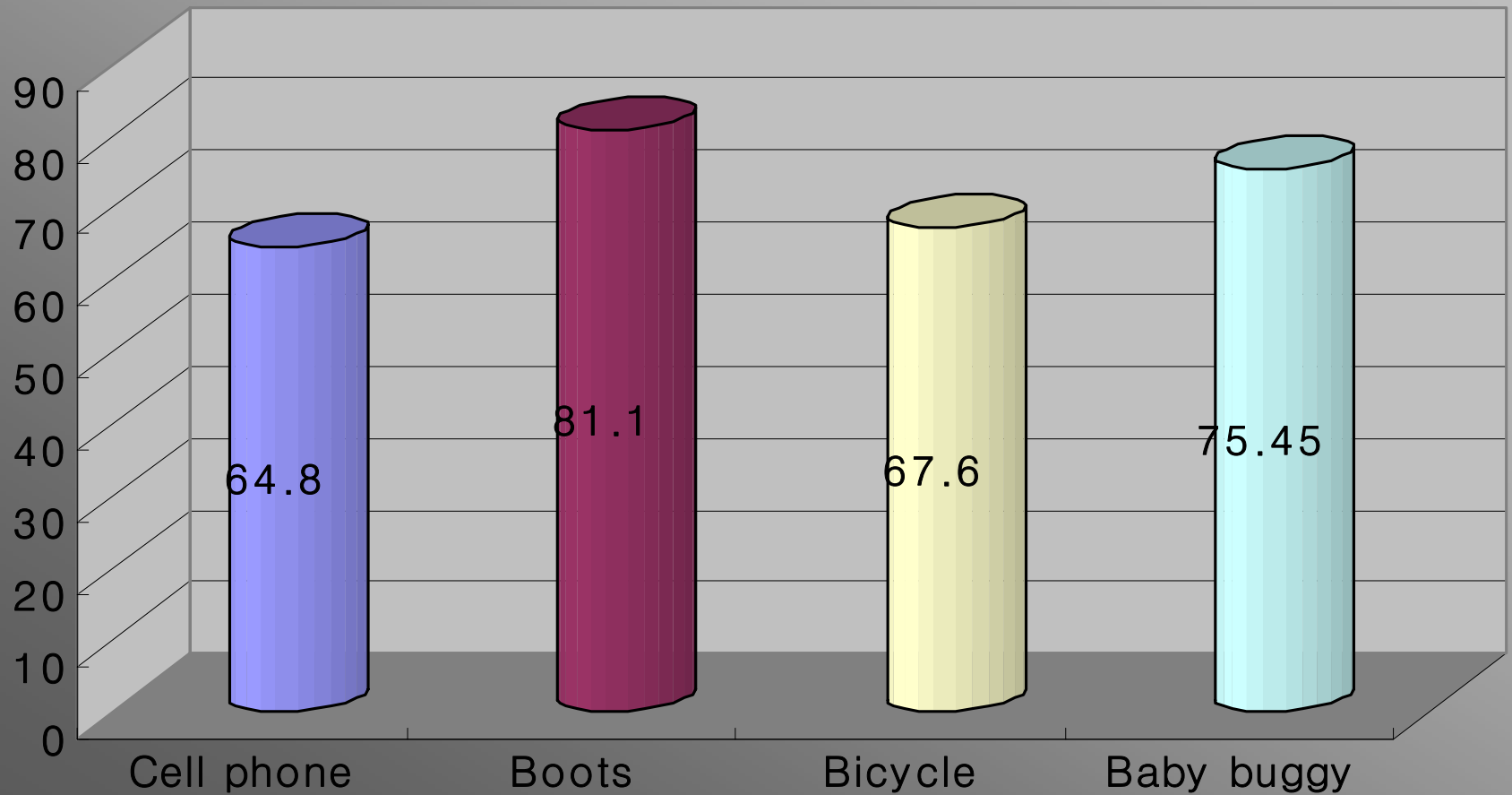
- ✓ Hard to differentiate from original product
- ✓ Weight problem
- ✓ Practicability



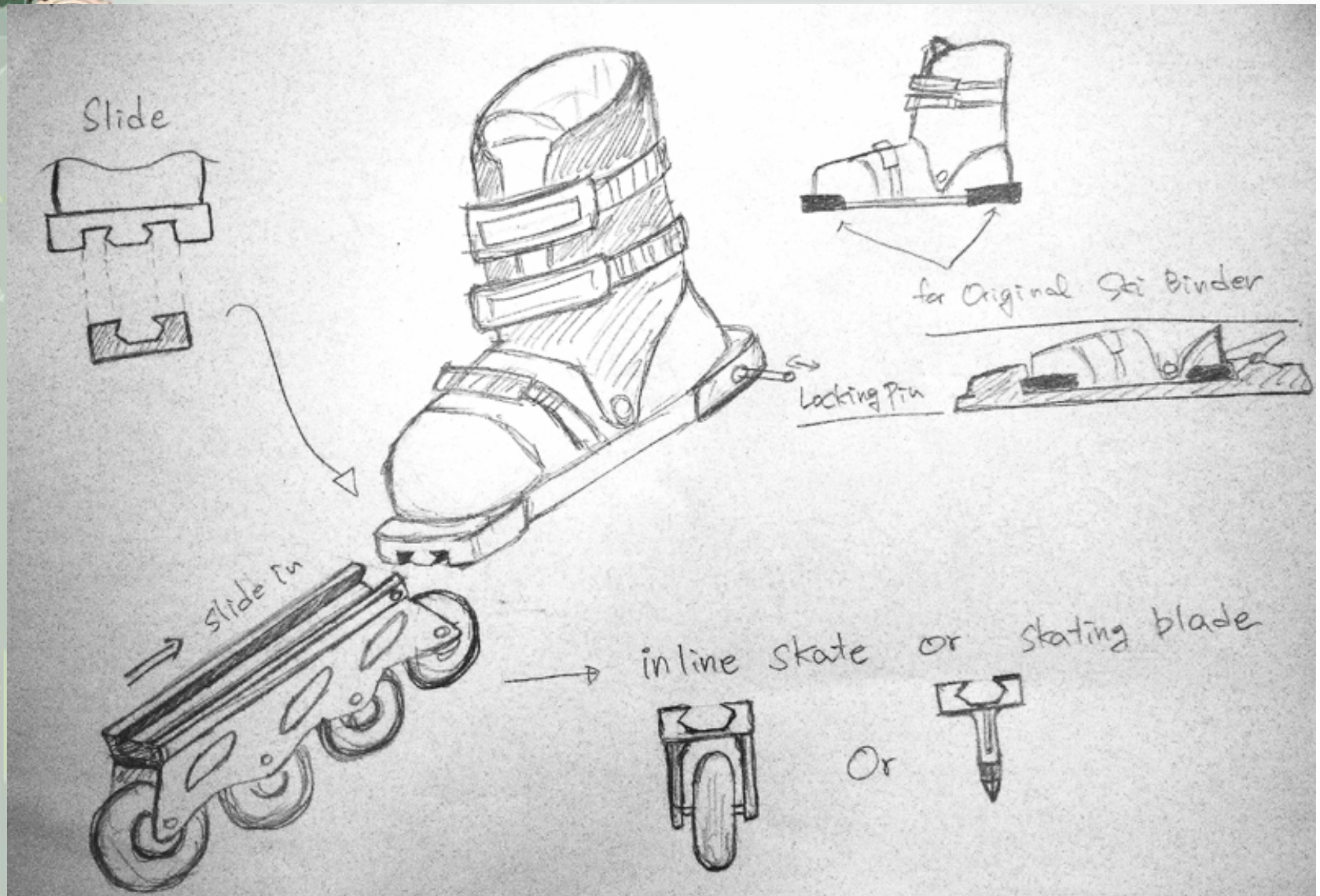


# Evaluation & Final selection

## Final selection



# Final selection – Boots



# Marketing strategy



**Inline Skater**



**Skier**



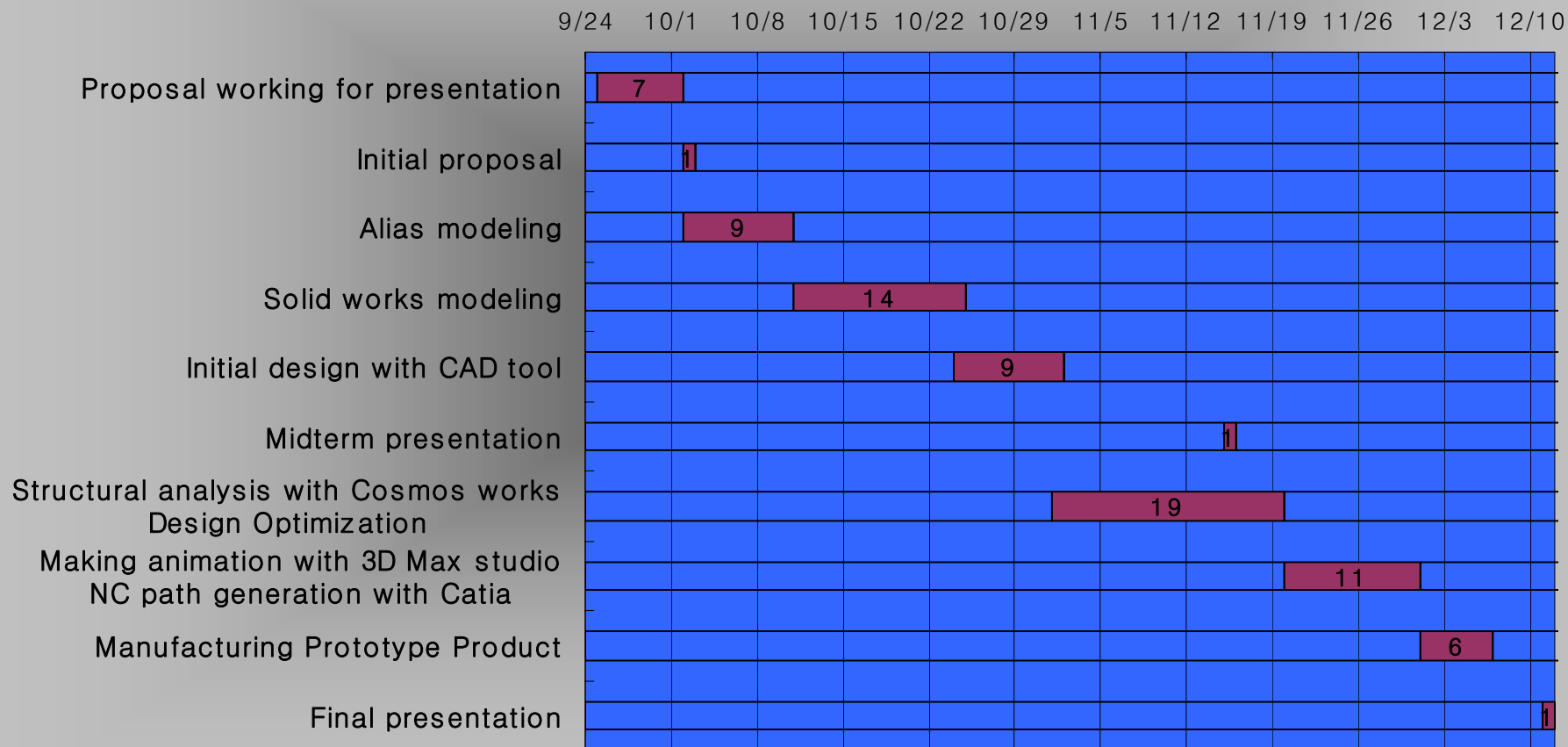
**Skater**

**3 in 1  
Consumer Target**



# Schedule

## IPO Schedule Latter Term, 2006



**Schedules could be changed owing to conditions**





# Thank You !

**IPO**  
Infinity Plus One

