



**Core E. Gated
Fine Furnishings**

Cardboard Chair Project



Guidelines

- The chair must be made entirely of corrugated cardboard (supplied by Core E. Gated), white glue, and/or hot glue.
- The glue may only be used to glue layers of cardboard together.
- Combined or glued layers of cardboard cannot exceed 3 pieces in thickness.
- The chair must be fully functional and be able to support a 250 lb. person in the sitting position.
- The back of the chair must be set in a reclining position (60 degrees to the horizontal) and must be sturdy enough to support a person's back in this position.



Guidelines (cont.)

- Arms are required.
- Seat dimensions (or measurement between arms) should be no smaller than 20" x 20" and should be no less than 12" from the floor.
- The chair must be able to be disassembled and fit in a box with the dimensions of 36" x 24" x 12".
- Complete detailed assembly instructions with diagrams must be supplied with the chair.



Grading

- **Chair Construction**
 - Strength
 - Appearance/Comfort
 - Assembly
- **Documentation / Presentation**
 - Meeting journal/log
 - Instructions
 - Brochure
 - Sales Presentation



The Marketing Concept

- **To make a profit a business must focus all of its efforts on satisfying the needs and wants of its customers.**
 - What do customers want?
 - Can we develop a product they want while they still want it?
 - How can we keep our customers satisfied?
 - Is there a difference between a customer and a consumer?

Customers buy, Consumers use. And yes, a person can be both!!!



The Marketer's Problem



- If the person that buys the product (customer) is not the person who uses the product (consumer) then who do you market to?
- You market to both!!
- Example: Products marketed to kids for their parents to buy.



Identifying Your Customer

- In order to know what your customer's wants and needs are you first must know who your customer is.
- **Market** – The group of potential customers who share common wants and needs. These people also have the ability and willingness to buy the product.

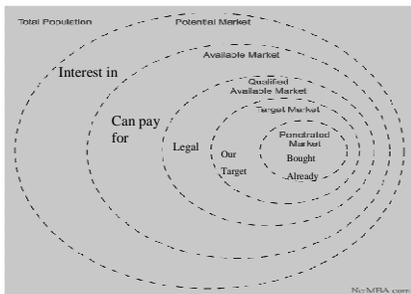


Market Segmentation

- Marketers are targeting certain people for their products.
- **Market Segmentation** – Dividing the total market into smaller groups of people who share specific needs and characteristics.



The Market





The Three “Graphics”

- **Geographics**
 - The segment of a market based on where people live.
- **Demographics**
 - Statistics that describe a population in terms of personal characteristics such as: Age, Gender and Ethnic background Income, Education, and Occupation
- **Psychographics**
 - The study of consumers based on lifestyle, and the attitudes and values that shape it.
 - People who share interests, activities, and values have similar attitudes about products.



Building a Customer Profile

- **Combine all the “graphics” and you will get a picture of your prospective customer. This is your Customer Profile.**



Four P’s of Marketing

- **Product Decisions**
 - What to make and how to package it. What brand name to use and what image to project.
- **Place Decisions**
 - How and where the product will be distributed.
- **Price Decisions**
 - What are the customers able and willing to pay?
- **Promotion Decisions**
 - How will the potential customers be told about the product? What will the message be and where and when will it be delivered?



Marketing Your Chair

- Use the three “graphics” to determine your customer profile and your target market
- Build features into your chair based on your customers’ wants and needs.
- Distinguishing your product from the competition.
- Different targets mean greater sales.
