



HAIC Fall 2021 Submission Template – (Team Name Here)

The questions are listed below for your convenience. Please type a paragraph response per question, Merriweather 11pt, single spaced for each question. These responses are judged on creativity, feasibility, and indication of business acumen. **Delete all “Q: _____” and these instructions before submitting.** Please do not exceed a page.

1. Investigate the Market

Q: Home appliances are largely dominated by Asian manufacturers. Who are these competitors? What are their strengths? Three US based manufacturers are Whirlpool, Maytag, and GE. What are our strengths as a US based manufacturer?

A:

2. Understand the Product

Q: Investigate the 10-Ks of two to three home appliance manufacturers of your choice. Look for similarities and differences. How does the firm speak about itself and its mission? What are trends that tell us something about their product lines and profitability?

A:

3. Selling to University Market – Customers

Q: Executives at our firm want to increase the usage of our products among university students so our brand is familiar to young adults buying their first home goods. Who purchases our products at universities? (Hint: Don't tell us “University Students” as they are the one USING the product. Who purchases it? What different ways does an appliance get bought for use by a student?)

A:

4. Selling to University Market – Strategies

Q: Now that we understand the market, product, and who buys it, we need to think of creative ways to get more university students to use our appliances over competitors. What are some creative strategies to increase usage of our home appliance products by students on campuses across the US?

A:

