The Stroller Car seat Combination

REDEFINING THE WAY YOU TRANSPORT YOUR CHILDREN

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What is it?

- A compact approach to a stroller combined with a car seat
  - It is comfortable
  - Affordable
  - Possesses all necessary safety features
  - Convenient
  - Light weight
  - Appealing
Who is looking forward to this on the market?

- The device has already sparked interest with:
  - Busy parents
  - Retail businesses
  - Day cares
  - Pet owners

- The market place for this product is very large
  - According to the American automotive association, in 2006 66 million car seat purchases were made
What They are Looking For

- Lightweight
- Affordable
- Safe for their children
- Space saving
- Easy to use
- Storage Space
  - Source: [1]
Competitors

- Doona sky: The most prominent competition we recognize
  - Simplistic design
  - Light weight
  - Convenient
  - Storage space: non-existent
  - Cost: expensive

Source: [2]
Our product

- Very easy transitions
  - Single step process to extend the legs and control handle

- Lightweight
  - The target weight for children weighing 5-40lbs is less than 10 lbs

- Cost
  - The most coveted attribute of our design, it will retail for $174.99

- Existing storage
  - A mesh net beneath the base of the car seat with be applicable for all items imperative for our customers

The Doona sky

- Transitions
  - Similar ease with transition from car seat to stroller and vice versa

- Weight
  - The product weight for children weights 4-35lbs is 16.2lbs [3]

- Cost
  - The Doona sky retails for rough 499.99

- Storage [3]
  - In order to have any storage at all, the customers must purchase additional storage systems that are specific for each model [3]
Why is our product better?

- The safety seat is going to cost a fraction of what our competition demand
  - Roughly 175 dollars vs 500 dollars respectively
- Transitions from car seat to stroller can be a timely or difficult process due in part to weight and number of steps
  - Weighing approximately 10lbs vs doonas' 16.2lbs model
- Storage of essential products is important for any stroller
  - Standard mesh stroller basket vs doonas' no storage
Advertising and promotion steps are being taken to gain valuable feedback from mothers, pet owners, and every day customers.

Advertising and promotions:
- Flyers, trifold pamphlets, photos, and low budget commercials will be our means of reaching out to the community and showing them our new product.

Feedback:
- In order to attain feedback, members of our team have set up agreements with surrounding companies, such as Walmart, to allow them to set up stands and ask customers questions about what they would expect out of a new or existing product via short 5 question questionnaires.
Reflection

• Overall our product has risen to become an appealing and low cost alternative to any of the existing products
• It offers a safe structure
• Possesses ample storage
• Is favorable in the consumers opinion
• Has been easily advertised
• Most importantly, our device makes a daily task more convenient. It reduces the stress and troubles of transitioning from the car to the ground and vice versa
Citations:

