Marketing Strategy

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WHAT
WHO
HOW
WHERE
WHAT – a child sized “reacher” that can allow a child to manipulate small items (game pieces, beads, etc.)

WHO – initially target Physical Therapists for use, then make available to the general public

HOW – initially online via our website and medical supply retailers, then through other online vendors such as Amazon.com

WHERE – advertisements in therapy and medical publications; send flyer/brochure to therapy businesses in a 200 mile radius
Existing Product One

Pediatric Reacher

Features:
- The Pediatric Reacher picks up light objects.
- The length and trigger are designed for smaller hands and limbs.
- The reacher measures 15" from trigger to tip.
- With a combination of plastic and plastic-coated aluminum, it is extremely lightweight.
Existing Product Two

Pediatric Reacher - Green

Features:
- Lightweight
- For children with small or weak hands
- Made of plastic coated aluminum, 15" long
- Hang up hole.
Our Product

Plan:

- build a child sized “reacher”
- target a specific child age range
- allow it to be easily used by a child
- allow it to manipulate small items (game pieces, beads, etc.)
- fix shortcomings of existing products such as:
  - not being able to pick up flatter items (puzzle pieces, coins, etc.)
  - not being very durable
  - not being very secure (handle and grasping head)
- try not to “reinvent the wheel” but just improve upon other products
References