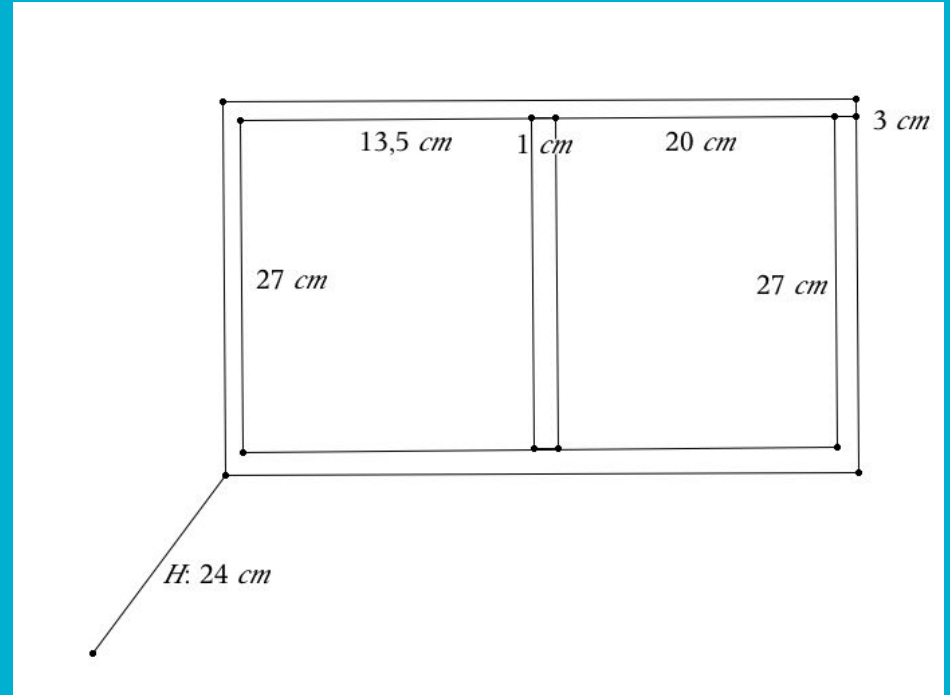


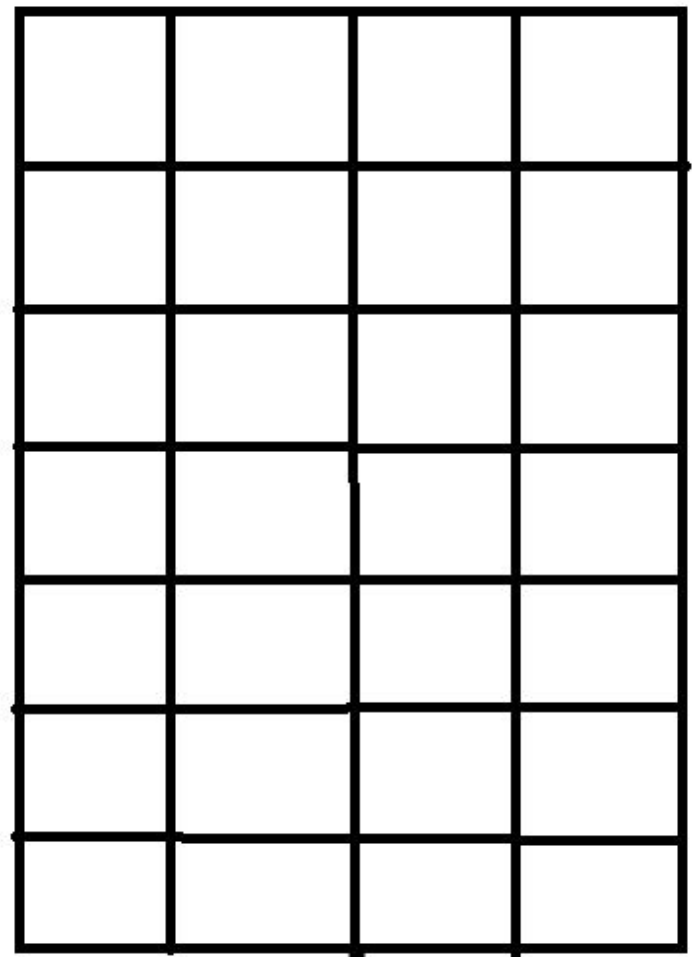


**Sun Cooler**

# Sketch of our basic sun cooler

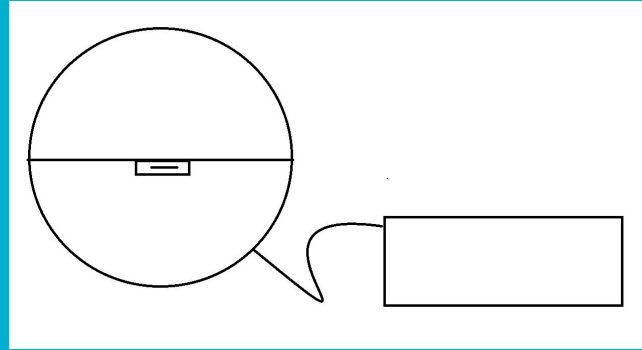
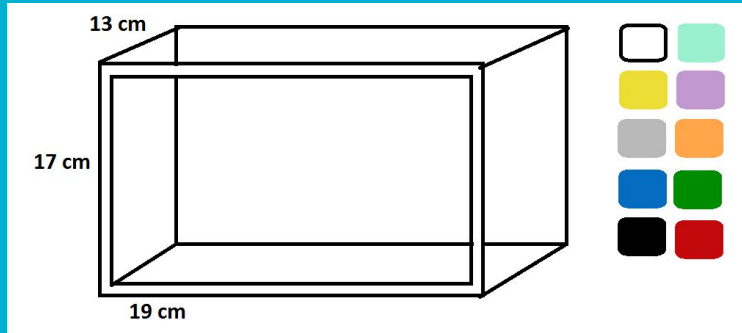
- 22 litre
- Plastic
- Generator
- Solar cells





# Sketches of different sizes

- 6-pack
- One bigger than the basic sun cooler
- One smaller than the basic sun cooler



# Production & customers

---

- Useful for many different age groups
- It's a perfect product to have with you at different trips (at the beach, festival, picnic etc.)
- Families with children & festival enthusiasts
- Couples in the age of 27-33



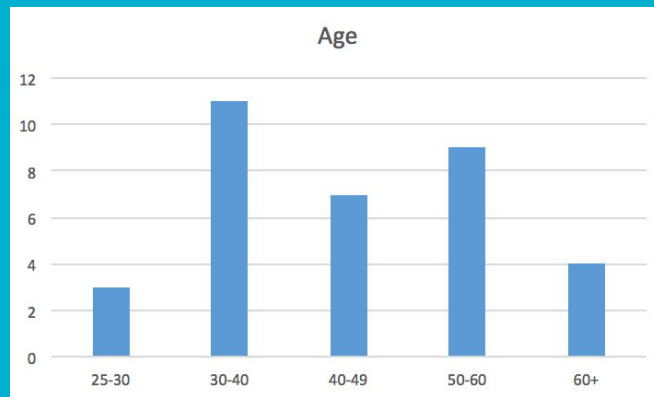
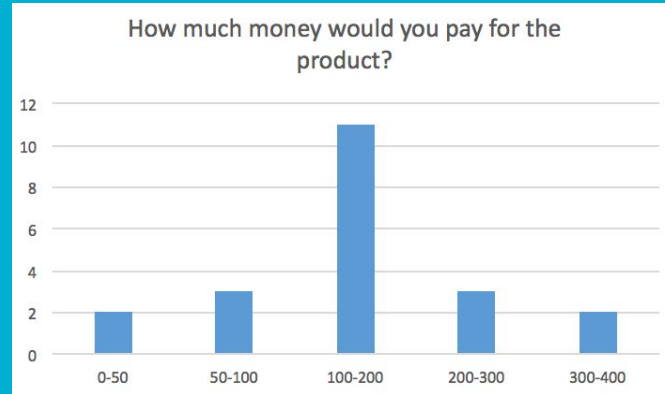
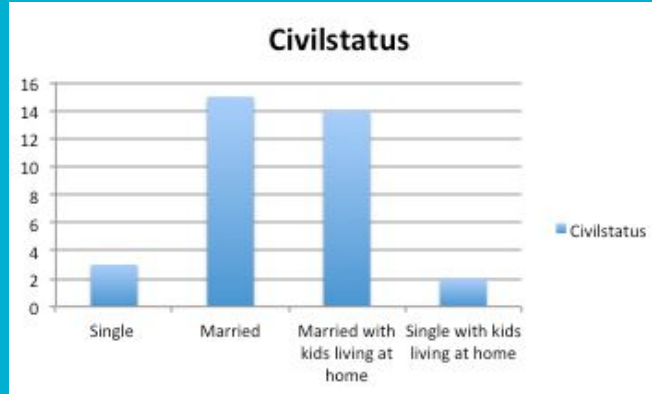
# Interview

---

- Christoffer Nowak
- Axel Malta
- Ajaaja Henriksen



# Questionnaires



# Market

---

- Primary target group is families and couples (27-33)
- High Quality Segment - quality and fairtrade
- Social medias
- Create a brand



## Direct Distribution

Producer



Customer



# Competitors

---

- Standard thermo bags
- The cheap ones which actually work fine.
- The bag has a better quality.
- The bag is powered by solar energy.
- You don't have to fill the bag up with ice



# Economy

---

- Normal thermo bag without technology: 30-40 euro
- Our price: 100-135 euro
- Uncertain price



# Risks & possibilities - SWOT analysis

—	Strengths	Weaknesses
Internal	Geographic location Market share Quality Price Motivated employees Energy	Brand Geographic location Market share Economy Price Sun
	Opportunities	Threats
External	Growth opportunities Political decisions Culture Consumption trends Materials	New competitors Political decisions Technology

# Future & international perspectives

---

- The thermo bag runs on solar power
- We can do more with the design of the thermo bag.
- We can make it different sizes
- We can also expand our product to other countries and make it cheaper.
- Change the materials