



On-Ramp Impact Analysis

1.0 Product Design

1.1 Business Partner “Fit” –

What's Next Productions has created the “Hoodie Towel” specifically for Hurley that will serve to strengthen the surfing world. With Hurley's well-known reputation for innovation, this product's new tech will be a perfect fit in their product line.

1.2 Market Analysis –

Our new product is attractive to new customers and appeals to existing customers of Hurley. There are going to be repeated sales for the “Hoodie Towel” because consumers can purchase them for themselves to use and can buy them as gifts for friends and family. Our new product has a large market because the design of our product is made for water-related activities. The “Hoodie Towel” is attractive to middle class males and females who live on the coast near the ocean who are mostly surfers and swimmers. There are not any government restrictions that would prohibit or reduce the sales of our product.

1.3 Design and Prototype Development –

We at What’s Next Productions created an altogether new product, called the “Hoodie Towel”. Our product, the “Hoodie Towel,” is a design that is present



in the surf industry, yet our team has formed a design unlike any other product on the market for our business partner, Hurley. The product we designed has some non-complex variations available. We designed our product to have three different sizes with small, medium and large along with the “Hoodie Towel” being able to made in any color or designed towel to suit the preference of the buyers. What’s Next Productions created a working prototype of our product, that is shown not only in our presentation but is also on our website. The prototype is continuously updated in order to create the best product possible. The packaging for the “Hoodie Towel” is no different than a shirt or sweatshirt as it can be hung on a large hanger just as sweatshirts or in a plastic wrap that is able to seal. The designs and prototype will continue to be developed and only get better as the process continues.

2.0 Product Design Implementation

2.1 Manufacturing

2.1.1 Facilities –

The “Hoodie Towel” will be produced in existing Hurley factories. The factory workers will use sewing machines to put the product together. Different elements are performed to create our product such as stitching the correct pieces to each other to complete the “Hoodie Towel”. There are different sections of the



factories that will perform different jobs. A certain section sews the body of the towel together, a section that sews the hood to the body element, and another section that attaches the additional parts such as the pockets. Existing factories and machines can be used to produce the “Hoodie Towel” because it can be produced with a standard sewing machine and not new or adapted machinery.

The plan for the long term manufacturing process is to make the process smoother and require less labor to produce the product. Since human workers are needed to use the sewing machines, we will expand and use machines to create our product to lower the costs of labor expenses. The fewer labor expenses that are paid, means that there is a larger profit margin.

2.1.2 Materials –

In our product we were determined to find the highest quality materials with an amazing inexpensive price. Our “Hoodie Towel” does not require many materials, but we were determined to find the most competitive prices. The “Hoodie Towel” requires a quick dry material which is the highest of quality, thread to sew the towels together, and a hand warmer. Based on the amount and timing we acquire these materials, the delivery days are weekly. Since there are only three materials that do not require any unique shipping, there are not any additional charges.



2.1.3 Staff –

As far as labor goes for the production of our product, we've decided to have long term shift hours at about 6 hours minimum a day to get the most productivity possible. We at What's Next Productions have also made the decision to hire not only skilled but unskilled workers as well. We would like to have not only the best working for us but to also produce the best workers. When it comes to specialized training for our employees, What's Next Productions has decided the only specific jobs that are higher quality will require specialized training for the position.

2.2 Sales

2.2.1 Method –

The “Hoodie Towel” is a huge product for Hurley and can be sold through direct-sales. The customer for the “Hoodie Towel” would be the public in this case as we would sell through the Hurley website and Hurley store fronts. The “Hoodie Towel” will be sold with direct-sales because of the strength of Hurley's website as it is attached to Nike's website. The internet traffic that is brought from Nike is very impactful as millions of people look at their site which gives a chance that they will look at Hurley. Through going down the direct-sales route it



allows Hurley to have many marketing options as well. The direct-sales route is the smartest plan for the “Hoodie Towel” to be purchased by customers.

2.2.2 Advertising –

Whether it be through sight or sound, advertising is the key of selling a product. The advertising for the “Hoodie Towel” is directed towards beachgoers of all ages because they are the target market for the “Hoodie Towel”. At What’s Next Productions we use three main advertising and marketing which are TV commercials, print ads, and social media campaign. For the “Hoodie Towel” the TV commercial is a huge way to have thousands of people to see the “Hoodie Towel” while showing off all of its features and benefits. The TV commercial will be complemented by the print ads which will be designed to catch the eyes of people with visual appealing pictures. The print are placed up on bus stops near the beach and also are placed on the maps at malls such as Pacific City. Another way we are advertising the “Hoodie Towel” is through our top notch Instagram campaign. Our Instagram campaign is going straight through our own Instagram page and are currently posting about the “Hoodie Towel” and are highlighting its features and benefits. These advertising techniques are going to provide the “Hoodie Towel” with the ability to come out strong and produce a huge profit for Hurley.



2.2.3 Staff –

The “Hoodie” Towel is made through mainly by stitching the materials together. The workers that we need must have the skill of sewing since it is a major component of how to make the “Hoodie Towel”. The staff that is needed to sell the product has to be people that are familiar with the water lifestyle. The staff needs to be respectful and interested in our product to be able to sell the product. The staff must know the product well to be able to hook in the customer to be interested in the product to be convinced in purchasing it. The labor rates are about \$10 for workers in the factory and minimum wage is \$15 for the staff that are selling the product.

3.0 Price Analysis

Materials	Cost	Quantity	Amount Used	Cost/Unit
Towel(per unit)	\$100	100	4	\$4.00
Thread(per foot)	\$2.90	600	20	\$0.10
Handwarmer(per unit)	\$499.75	25	1	\$19.99
Cost of all Materials				\$24.09
Staffing	Cost Per/Hour	Worker Amount	Amount Made Per/Hour	Cost/Unit
Labor	\$13.25	1	5	\$2.65
Total Costs(Materials and Labor)				\$26.74

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