

Dear SKB Representative,

R.A.D. Productions is very excited to present a product idea. Our company is co-founded by Ashlyn Szabo, Harlee Thomas, Logan Shill, and Morgan Gillinger. Our name, R.A.D. stands for research and development. Together, we have come up with a great, new product, the Snowboard Snuggler. Snowboarding is becoming very popular. In order to protect expensive boards, a case would be a good idea. During transportation, without a case, the board can get scratched and chipped, therefore affecting its performance and looks.

The Snowboard Snuggler design is unique, because it holds a lot more than just the snowboard. It can also hold boots, a helmet, and extra accessories such as gloves and goggles. A major benefit is that people will have everything in one place. It will make packing easy and efficient. With this new product, we can expand SKB's target market, while still staying true to the brand. The target market for the Snowboard Snuggler would be anywhere from age 18 to adult. Our reason for this is because kids won't typically spend a lot of money on a case like this. SKB is centered around sports and music. This will fit the brand perfectly and it will draw in different customers. As of now, R.A.D. Productions is in the designing and development stage, but by April, we should be ready to launch!

The dimensions of our case will be from 50 to 64 inches in length, 14 inches in width and 11 inches in height. The surface area of the case will be a total of 3508 inches. As we know, SKB's cases are made out of polyethylene. The cost of polyethylene per ton is \$1,315. The cost for this type of plastic is about 65.75 cents per pound. The Snowboard Snuggler will require about 30 pounds of polyethylene. This turns out to cost about \$19.73. We also have to consider the cost for the customizable foam inserts, clips, wheels, and a handle. Each clip is \$11.99 and the foam inserts are around \$4.33. Two heavy duty wheels, if bought in bulk, cost \$1.33. A polyethylene handle costs \$2.00. The total for the whole case is about \$39.38. With the exception of some of the cases, most of SKB's cases tend to range from 200 to 400 dollars. If we meet in the middle, at \$300, the profit will be \$260.62 with a profit margin of 86.9%.

Overall, the Snowboard Snuggler would be a great addition to the company. Not only will it be a great product, but it will also allow for many more business opportunities. So, now that our amazing idea has been heard, let's do this! Please make the right choice and sign below to be a part of the R.A.D. community:

Printed Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_