

**Adaptable Home Products Company (AHP)** is a new home products company that uses technology to enhance convenience in regular home products including furniture to accommodate those with disabilities and physical challenges.

This brand new startup company has just hired you on as one of three new marketing product line managers reporting to the marketing director. Several years in the planning, the start-up is now becoming operational. The founders are technology entrepreneurs/engineers and a former financial director. They have many enthusiastic investors who appreciate the founders experience and innovation. Besides hiring based on specific qualifications for the particular job, they only hire marketing professionals who have technology or rehabilitation/medical supply marketing expertise. They allow the first two weeks at the company for intensive training concerning their technology and processes to become thoroughly familiar with the products. The advertising is done via magazines and streaming television programs and the company website.

Their current distribution model is the following: AHP to retailers to customer. All production is done within the United States (U.S.), and regional mechanical engineers (who have been trained by AHP) install the products if needed, once they are shipped. Either Installers National Franchise Co. installers for the largest (Product #3) items, and local or other regional installers.

The founders want to keep the company relatively small in staff but with a potentially global market. The headquarters is located outside of Scottsdale, Arizona as well as their production facilities (which predominantly uses robots for actual production work) and large warehouse are ADA compliant and they hire veterans when possible.

The mission of the company is: We make quality home products to help improve lives anywhere.

The objectives, according to the executives of AHP, are:

- Create products that are attractive, affordable, and better enable customer use.
- Design quality products harnessing technology that makes peoples' lives easier.

The department has hired you as one of three new marketing product line managers (you can read the general product manager [job duties](#)).

**Product line 1. Furniture** (push button adjustable height (1) arm chairs, (2) sofas, (3) entertainment centers, and (4) kitchen tables that with push of a button adjust height along with optional adjustable chairs.

**Product line 2. Kitchen Appliances:** (1) Adjustable table top small ovens that defrost, cook, and deliver the meal to table with push of a button (sensors determine defrost/cooking times); (2) refrigerator/freezers that upon selection place the frozen item in the table top oven (when bought in tandem); (3) two-sided dishwashers that can send out clean dishes from one side and retrieve dirty ones to the other; (4) cookpots that auto-cook stews and sauces by cutting and sautéing ingredients placed in to “feed tube” and then cooking over low heat for several hours.

**Product line 3. Adjustable Screens:** (1) Television (consumer); (2) computer monitors; Business to Business line: (3) tablet and cell, and (4) industrial monitors of all types that adjust to light, time of day, and visual needs of the viewer while protecting their eyes from harmful light.

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### AHP Company Structure:

