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Final Presentation 12/12/05
2009 Fall 2005
Red Team
Quick Facts:
- #1 fruit worldwide
- Most profitable agricultural export
- 100,000 workers in Central America
- Each plantation contains about 400,000 banana plants!

Current Process:
- ~10 ft. tall tree, 1 bunch/tree
- 2 workers cut bunch with machete and severing tool
- 1 worker pulls 20 bunches to factory for processing/packaging

The Product: Banana Stand

Key Attributes:
- Easy assembly
- Supports average 60 lb. bunch weight with safety factor of 2
- Ergonomic trigger actsuates grabbing motion

Testing: Puerto Rico and Costa Rica

1st Iteration:
- Puerto Rico
2nd Iteration:
- Costa Rica

Competitive Advantage
- Studies of current processes at corporate banana plantations and field tests with our device suggest a 10% increase in productivity
- Our stand also offers added flexibility by breaking up the two worker team to expand efficiency of current processes.

Market
- Central American workers (100,000+)
- Project 34% market penetration by year 6

Savings and Economics
- Estimated wages for 2-man team are $2080/year.
- 10% productivity increase translates to $208/team/year for corporation
- With estimated initial price of $400, corporation could expect investment to pay off in just 2 years