

# Portable Kitchen

2.009 Sketch Model Presentation

October 2, 2008

Silver B

# Portable Kitchen

- Foldable, compact, all-in-one appliance
- Includes
  - Burners
  - Pot
  - Cooking utensils
  - Food prep surface
  - Cutting board

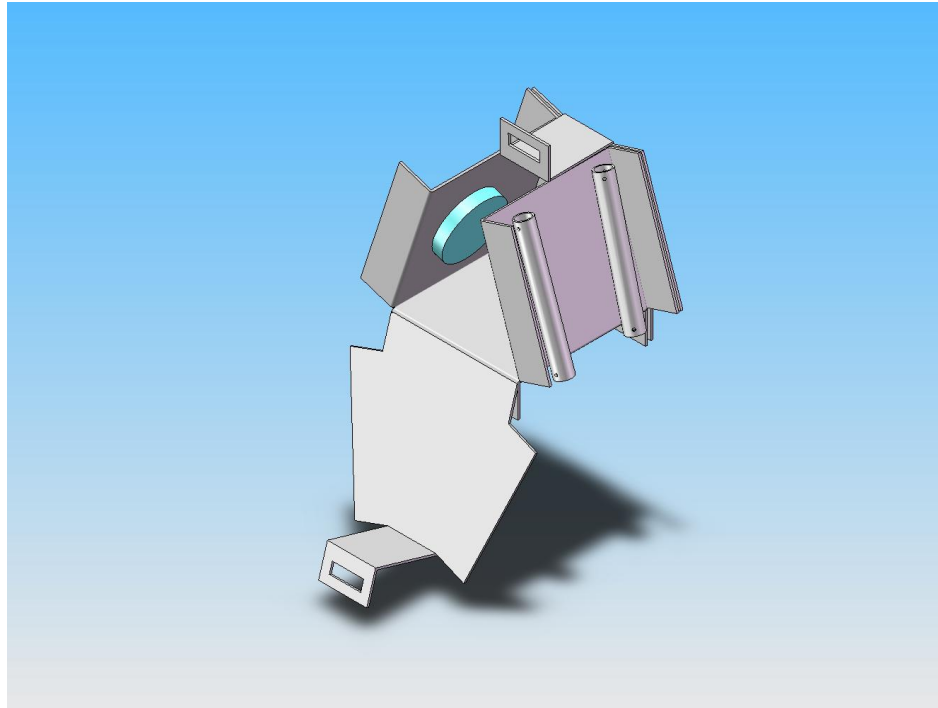


# Portable Kitchen



# Household Appliance Market

- Kitchen appliances is \$13B industry
- Large number of low cost factories available



# Customers

- College students
  - 16 million college students
  - Living in dorms or private housing with no kitchens
  - Can work with schools to make sure product meets safety requirements

# Customers (cont.)

- Hotel Chains
  - 4.5 M hotel rooms in the US
  - Trend in market is to seek out new technology to attract customers
  - Chains buy in large bulk orders



# Sketch Model

- Challenges
  - Space constraints
  - Ease of folding/unfolding and storage
  - Stability



# Going Forward

- Which components to manufacture or buy
- Storage compartments
- Adding water basin
- Power sources
- Different models for specific uses



# Contact

- Sears – 617-252-3500
  - Kitchen Appliance department
  - Parts and repairs
- Customer Feedback: College Students