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
• 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