Bram Govaerts, Jonas de Beckker,
Michiel Wante, Maxime Spaas,
Xu Weiwei, Yan Song, Yang Tao, Zhou Xiao

Enterprising report

Strategic marketing plan:

PRODUCT:

We plan to make our solar car a kind of self-assemble toy,like LEGO and aim at people beyond 6 years old. It's name is Phoenix. This name not only gives an impression that it travels at a high speed,but also shows that technology and the environment are closely connected to each other.

Based on our Phoenix solar car in the EE4 project,we do some improvements to built up the new toy. We add some sensors and a remote control .In this way,customers can control the solar car.

In the box of the toy,there are basic tools:screwdrivers,glue,tape,scissors;

Main part:a solar panel,a motor,axles,bearings,gears,base panel,wheels,wires,sensors,remote control. There also is a brochure inside. If the customer have no idea about that much accessories,this brochure will give some instructions.

PLACEMENT:

The main market are European countries ,America and Canada. These countries pay much attention on children's creativity. Their higher incomes can afford the toy.

The design department will be in Belgium and the producing department will be in China. Engineers in Belgium always work with foreign colleagues,thus,makes everyone have more new ideas. The more new ideas we come up,the more variable solar car toy will be. The labor force in China cost far less than in Europe and the same basic materials and shipping cost are.

Budget control:

There are part of the price of all accessories.

Motor:11.30 euro
Axis:5.90 euro
ABAT5M: 4.95 euro
Drill set 23 mm:7.95 euro
Bolts and nuts: 1.7 euro
Hardboard:1.95 euro
MDF plate at fablab: 1.5 euro
Solar panel:20 euro

Besides the mentioned part,a set of self-assemble solar car also has a set of tool,gears,wheels.

We estimate the basic cost is around 80 euro.So we set the price at 120 euro(VAT included).

PROMOTION:

Every year we plan to hold a competition like the SSV race in Group-T.We will sign contract with some toy shops. They help us hold the competition. Every competition region we pick up the quickest and most creative one. The prize is a new Phoenix car of next year. Finally,we pick up the quickest and most creative ones from all of the regional winners. Besides the new cars,we also help them to make the toy solar car comes a real one.

Market reserch

Solar Powered Cars Are The Cars Of Tomorrow

By J K Hellios

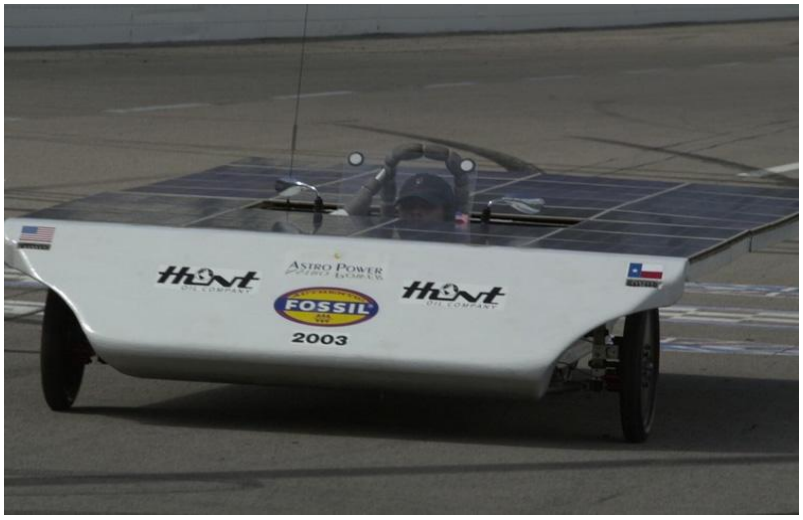
Solar powered cars are becoming more commonplace. There are solar car challenges all around the world including the USA and Australia.

The aim of solar car challenges is to improve the solar cars of today and make them as powerful and reliable as the mainstream cars of today.

A lot of these cars are experimental, but as research keeps improving the power and quality of solar powered cars, more of these cars will become available on the mainstream car market.

As oil reserves dwindle over the next 20 years, more cars running on alternative energy sources will become available. These cars will be able to compete and provide the amount of power and reliability of the current cars of today. A lot of solar powered cars will be greener and designed to emit less pollution than current mainstream cars.

Winston Solar Car Team



The Winston Solar Car Team began an education program in 1993. They provide learning materials, on-site visits, and workshops for high schools across the country. The program is designed to motivate students in the areas of science, engineering, and technology.

The program consists of a two year education program. At the end of the program students have the opportunity to display their work.

Winston Solar Car Challenge

The first Winston Solar Car Challenge took place in 1995. Ninety schools participated in the program with nine schools building cars to race. The 1997 challenge involved three hundred and fifty schools in five countries.

Eight cars qualified to run in a six hundred mile race from Dallas, Texas to San Antonio, Texas. As the participants continue to grow, so does the challenge. The 1999 race was a sixteen hundred mile race. In 2002 Dell Computers became a sponsor of the event.

Students are aware that using fossil fuels for cars has a negative impact on the environment. Students investigate the amount of pollution a car creates.

Students have the opportunity to work together with their research and other students to investigate how to use solar energy for cars. They research the challenges involved and work to find solutions.

Panasonic World Solar Challenge

For the past 20 years, Panasonic has offered the Panasonic World Solar Challenge. More than three hundred teams from around the world have brought their car to the event. Many find developing solar powered cars to be the challenge of a lifetime.

They continue to find ways to get one step closer to being successful.

Current Challenges

Solar powered cars still have many bugs to work out including how to keep them operating on a daily basis, day or night. New designs continue to emerge, and the challenge of solving this mystery continues to grow around the world.

Regardless of who successfully completes the concept of solar powered cars, it will offer a safe alternative to using fossil fuels, and that will be a benefit to each of us.

There are location in big cities where pollution levels from cars can reach rather high levels, especially in heavily populated areas like Los Angeles.

A girl from our school went as an exchange student to a school in Los Angeles, and she said a number of times the students were sent home early because of the high pollution levels. Some of the students were affected so much by the pollution, they had tears in their eyes.

If there are more solar powered cars on the road, then there should be a corresponding decrease in the level of pollution, especially in heavily populated areas of our large cities. A lot of the pollution in the air comes from our cars, some of it comes from factories.

There is research going on at the moment to improve solar power energy generation to run our factories, home and cars. One day in the near future, a lot of these polluting energy sources will be replaced by less polluting sources like solar power.

As research on solar energy systems improves to such a high level that our motorways will be full of solar powered cars.