

Dimensions+

Business Plan

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SHSID



DIMENSIONS



The Idea

- ◆ Our team came up with the idea of electronic heating clothing because we realized the inconveniences that wearing a large jacket can bring.
- ◆ Also, living in Shanghai during the winter can really be cold, especially indoors without heating like the Northern areas.
- ◆ As a result, the installing of heating can cost up to ten thousand RMB.
- ◆ We want to find a way that can solve the problem of coldness in an affordable and inexpensive way.

The Opportunity

- ◆ The winter in Shanghai can reach temperatures such as 0°C . This is not a very low temperature compared to Northern regions such as Harbin. However, we do not have heating in all the buildings. Thus it is really cold while walking outdoors and indoors sometimes.
- ◆ Due to the above reasons, the temperature difference outdoors and indoors might be very different. When people walk indoors, they take off their jackets and take it with them. This takes up very much space, and is very inconvenient.
- ◆ Thus our company wants to change this condition and provide more efficient clothing for all. This way, the above conditions can be solved.

The Solution

- ◆ Our solution is to provide a kind of clothing which is both warm and convenient.
- ◆ On the outside, it seems just like an ordinary suit, but on the inside, there are fused wires which can control the temperature of the suit. This way, customers can change the temperature according to the surrounding temperature, and there will be no need for clumsy coats with down feathers inside.
- ◆ As a result, consumers can wear thin suits that can keep them warm. Furthermore, such suits reduce the need for air conditioning, which is a major contributing factor to global warming.

Target Customer

- ◆ Because we are mainly going to focus on the specific clothing that are formal (like suits and dresses), our target customers would be those working men and women in large cities in the south of China that are white or gold collar workers who needs to walk outside constantly.
- ◆ Demographic: Urban, large city worker
- ◆ Geographic: Lives in Southern China, mainly large cities
- ◆ Lifestyle: Office white collar and gold collar that would wear suits to work
- ◆ Behavioral: Needs to walk outside to work or is constantly on the road.
- ◆ Installed Base: Clothing

Value Proposition

- ◆ Our product is electric heating clothing that generate warmth through electricity. Our main product is formal suits and dresses.
- ◆ Our product solves the problem of inconvenience of people wearing big jackets in the winter.
- ◆ Our product provide the technology that can keep people warm, but at the same time is inexpensive and more eco-friendly than heating such as air conditioning.
- ◆ Our product has many extensions outside of just suits, so we can reach out to our customer that has this need of keeping warm in the winter.