Executive Summary

The “Orbit” table and chair set is a one of a kind furniture set made of fully Reclaimed materials. Reclaimed materials are obtained through the deconstruction of abandoned houses in the Cleveland area. Instead of demolishing the abandoned houses, the APOC (A Piece of Cleveland) company takes these condemned houses apart piece by piece to recycles the materials for an alternative use. In this case the alternative use was creatively designed bar height table and chairs. The Orbit table reduces the addition to the waste stream by using recycled materials and is built to be a long lasting furniture piece to insure that it will stay out of the waste stream for years to come.

In addition to the consumer’s value proposition outlined below, the table and chair sets offer an interesting business opportunity. Because most of the materials used are recycled, we should be able to acquire them for less money than we would at retail, bringing down our cost of goods sold (COGS). Additionally, there is a local market opportunity to produce a high-quality wooden table that is both aesthetically appealing and ruggedly functional. Importantly, there are few, if any, competitors in the market right now trying to fill that void. We believe our product is superior in both appearance and function, and we are uniquely positioned to enter the market.
Additionally, the table is a simple design that lends itself well to customization. Where traditional firms might scoff at the idea of diverging from a template, we believe our product can easily be made in various sizes, shapes, and configurations to meet the needs of different floor spaces and rooms. Where other companies might try to sell a consumer on a stock table in inventory, we can produce one that is an appropriate size, shape and fit to the consumers needs.

In examining the market space for this product, we determined that the threat of competitors and new entrants is high. Our product is a unique idea, but certainly one that can be imitated. As such, the first mover advantage is big. Our supply of reclaimed wood and building materials is seemingly limitless in the short run. Given the sheer number of vacant and untenable houses in northeast Ohio, we have plenty of building materials. However, as people and companies decide to purchase this wood for various other reasons, we may find that demand outweighs supply, and the price inflates to the point where our finished product’s price elasticity is exceeded.

**Value proposition**

The table and chair sets offer a number of important features and fill a valuable place in the market. First and foremost, using recycled and reclaimed building materials helps the environment and makes these tables and chairs more sustainable. For today’s consumer who is looking to leave a smaller footprint, the reclaimed wood from Cleveland’s torn down houses is a perfect choice for material. In addition to its unique history, the wood is slow growth, old timber that the average consumer would otherwise find difficult to acquire in the market.

A second value proposition is the fact that the tables and chairs are made from “Cleveland wood.” Cleveland has a rich heritage and its residents are fiercely loyal. In an age when many products are produced overseas, area consumers will find it comforting to know that not only are their tables manufactured locally, but they are constructed with building materials culled from the ruins of Cleveland’s past. People in northeast Ohio are constantly looking for another reason to be proud to call Cleveland home. These tables offer just that.

Lastly, the tables and chairs are modular and space efficient. While bars and restaurants may frequently move their furniture to accommodate special events requiring more floor space, they do so with the knowledge that the tables and chairs are bulky, space-eating objects, especially the chairs. Storing them for any amount of time can be a minor irritation or a major hassle. By choosing to install our product, they will be able to easily transform their limited floor space into something more flexible.

**Target market**

There are a couple of target markets that would seem to be ideal for our product. The first of these is business to business, the local bar and restaurant market. Cleveland’s downtown nightlife is constantly changing location. In the 1990s, the Flats were the place to be. A decade later, the popular destination was the Warehouse District, just a few blocks from the Flats. As
the second decade of the twenty-first century begins, the place to be seen now appears to be the area around East 4th St. We make a note of this because with constant turnover of the hot areas, and the bars and restaurants within them, there appears to be a consistent opportunity to sell our product. The table is modern yet refined, offering patrons the ability to dine in style but with a chic contemporary feel.

Looking beyond the immediacy of downtown Cleveland, there are a number of popular areas in surrounding communities where urban sprawl has given northeast Ohio’s residents a chance to go for food and drink. Among these are Coventry in Cleveland Heights, Shaker Square, Ohio City, Tremont, Westlake, and Beachwood. All of these areas offer trendy restaurants and bars that would be suitable buyers for our product.

A second major segment would be the consumer market. A number of possibilities exist in this area, beginning with urban dwellers that are seeking trendy furniture that is space efficient and good looking. Using traditional building materials like wood and steel, the table and its chairs would fit seamlessly in an apartment, loft, or condominium with exposed rafters and ductwork. With a renewed interest in downtown living, the abundance of older buildings being converted into living space, and the somewhat transient nature of the residents, the consumer segment is appealing.

What makes this segment more attractive is the unique nature of our product. Most of the urban living areas are cross-functional, with living rooms doubling as bedrooms, and kitchens sometimes doubling as dining rooms. Limited space means that residents must find ways to maximize their living area, and given that our chairs are matched to the table so as to be space saving, the sets offer a unique way for owners to customize their space while still reaping the benefits of the table and chairs.

Furniture styles seem to come and go, yet the material used to create that furniture has consistently been wood. It is a durable, good looking material that, if damaged, can be sanded and refinished with moderate ease. While we expect that nail holes and other imperfections in the wood will add to the patina of our finished product, time and use will add dents, dings, and gouges that may appear unsightly to the owner. As an added feature to help market and sell the tables, we can offer repair service

**Competitive Analysis**
The Orbit table is an indoor/outdoor wood and metal bar height table with chairs. This table has many competitors within the furniture field, including custom furniture suppliers and large furniture distributors, such as IKEA, Crate & Barrel, and Pottery Barn. This table differs itself from the competition in that it is completely made of recycled materials. All of these furniture distributors sell the tables and chairs separately which requires more shipping cost and additional assembly. The Orbit table and chairs are sold together and require minimal assembly. Suppliers such as IKEA are successful because they use somewhat affordable materials that require minimal assembly. The IKEA furniture is sold as separate items allowing customers to create their own sets but it also increases the overall costs because each item has to be bought and assembled (if necessary) separately. Crate & Barrel and Pottery Barn are successful because they use “quality materials” and they also charge a higher price for the furniture that they sell. The sets that are sold are for a specific use, unlike the Orbit table and chairs that are created to be used in multiple places and occasions.

The Orbit table can take advantage of niche marketing by pointing out the fact that it is not only recycled material, making it an eco-friendly product, but it is also made for multiple uses and occasions. The chairs of the table can be pushed in flush with the table to save space and eliminate the hazard of chairs being run into or a tripped over. The chairs can also serve as
storage during party situations when they are not in use. Silverware and other items can be placed on the flat surface on the seat under the table when the chairs are pushed in. Storage is an issue that most furniture does not address which I feel like the Orbit table takes advantage of.

Design and Development

Costs

The recycled wood materials are very affordable ranging from $0.25 - $0.75 per square foot of wood. The metal material for the entire set costs only $200.00 and all materials are locally obtained within and around the Cleveland area.

Production

Sets of the Orbit table can be made locally within the Cleveland area using an acquired production place and extra help. We could also outsource the production to the APOC Company who usually takes large commission jobs and is also located in the heart of Cleveland.

The Orbit table is a great product which is highly marketable and of great use. The unique aspects of the table, such as the reclaimed wood, the space saving capabilities, and the storage abilities make the table very useful and the table can be adapted to many different taste and situations. The table can easily be made with smaller table top and smaller chairs to fit into a different space for a different need. The table can also be made with a recycled glass top or aluminum depending on a customer’s taste. The Orbit table is the newest movement in furniture design and can influence more eco-friendly and user friendly furniture in the future.