Executive Summary

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How many of us do not enjoy doing laundry, speaking for myself I know I can think of plenty other things I would rather do. My biggest complaint about doing laundry is the switching of the wet clothes to the dryer. Imagine there was a washer and dryer combo that washes and completely dries your clothes like any other traditional dryer. Reviewing some of the models that are on the market now, I noticed that those machines, do not have the drying ability as a regular dryer has. One of the reasons those machines are not able to dry clothes completely is because they are not equipped with a proper venting system. I believe there is a need for such a product because, many of us Americans are downsizing too smaller more energy efficient homes, so why not start by downsizing the number of appliances that are needed in a home. Condensing appliances and allowing them to offer more than one function will open up many new doors for companies that are innovative.

 The type of washer and dryer combo I imagine is the built to perform like a real washer and a real dryer, that completely dries clothes. The name of the product is “Wash and Dry,” I want to keep it simple, so it is easy to remember and quick to find. I know the majority of the population would love to own such a super appliance, it would make a lot of families lives a lot easier and is simply more efficient. I'm sure your thinking, "a machine like that must cost a fortune," but on the contrary, it will cost just as much as a single washer and dryer combined, but in the end, you will end up with only one machine, which is also a space saver.

 I chose this product because I believe it would help out so many people, no more rewashing clothes because the wash is left in the machine overnight. We are a family of four, there is a lot of laundry between us, and this machine would save me quite a bit of time, and possibly even money. The goal of my marketing plan is to introduce my idea to a set panel, to achieve a contract to manufacture a proto type that can be analyzed and adjusted as engineers are suggesting. My ultimate goal is to introduce more efficient appliance that can do everything we as consumers are used, but the machine offers more than one function. Technology has come far over the past few decades but there is still a lot more that’s need to innovated, especially when it comes to home appliances.