

# THINK BIG APPLIANCE STRATEGY

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FOR BIG CORP

DECEMBER 201X



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# CREATING TOMORROW'S KITCHEN



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*Kitchens are a collaborative environment,  
Bringing all ages together in home and hearth,  
To enjoy and love.*

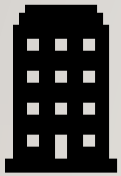
*Their appliances should reflect and support that age old bond.*

# VISION STATEMENT



## 4 VALUE CHAIN

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### Big Corp

- Design client habitats
- Choose sustainable materials
- Create their homes



### Farm

- Grow our food in a sustainable habitat
- Nurture animals
- Bring our food to market



### Table

- Live in our habitats
- Cook, live and enjoy our homes
- Live, love, and learn

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# OPPORTUNITY ANALYSIS

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HOME ELECTRONICS



## 6 HOME ELECTRONICS: DEPENDENT ON REAL ESTATE GROWTH

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- **Primary Drivers:** xxx
- **Market Growth:** xxx
- **US Market:** Expected growth is xxx Billion by 2020
- **Appliances:** refrigerators are largest market share, followed by ranges
- **Major Manufacturers:** GE, LG electronics, viking
- **Primary Growth Regions:** The Americas, Europe, Asia

## 7 COMPETITOR ANALYSIS: XXX

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- Primary competitor detail here

*Success Stories*



- **Region #1:** \$xx Million in energy savings
- **Region #2:** \$xx Million in energy savings
- **Region #3:** \$xx Million in energy savings
- **Region #4:** \$xx Million in energy savings
- **Region #5:** \$xx Million in energy savings

# 8 STRATEGIC ROADMAP

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3-6 month  
Strategic Plan



Executive  
onboarding



Staff  
Engagement



Build next gen  
appliance model



Scale for the  
future



Equity  
Partnerships

