

Final Portfolio Project

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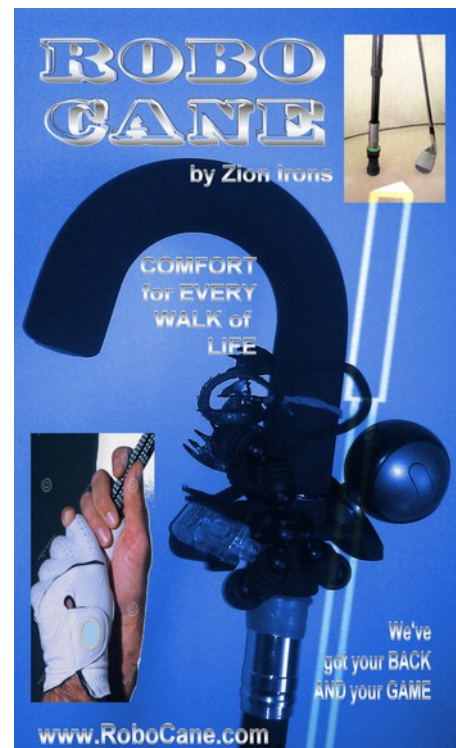
MRKT-4501 - Marketing Management

Professor Russell Casey

April 11, 2014

Abstract

Academic integration as applied studies may lead to many things. One thing that this has led to recently is the concept for a new product, **RoboCane** <working title> which takes the study of the movements of the available canes on the market, adding a special (*patent applied for*) magnetic shock absorber. It plans to be made available for a number of markets including *personal, niche market* and *military use*. The '*concept*' for this came about through the fusion of two elements, primarily myself being injured during the course of this course (*thus needing immediate care and treatment*) making the innovative cane for my own purposes; along with the fact that this became an extension of the case study focusing on the fictional '**Zion Irons**.' Certain of the prepared research became actually applied and continues through and beyond these writings. By fusing studies of contemporary business success to our technical developments, (which will become introduced through our current product line...) you will see the management initiatives which marketing suggests through this document.



Please know that these suggestions go beyond this writing and are actually becoming applied through and of this paper.

*(Authors Note to Professor and archive: As the group made major edits to the piece that I shared, most of which remained unused, portions become included for all that is re-purposing and to regain best efforts. Analysis of the original piece was compared against the submitted one so to include only **non-published** elements to this writing. To the best of my knowledge, I have only included the portions that*

did not seem included in the group paper and were merged with much new information as herein.)

The entire playlist may be viewed here;

http://www.youtube.com/watch?v=BHhn0c2Y9vI&list=PLVk5J_hWlxSDHbn1a4iprpcROK-QiLVKq&feature=share

[] A brief overview of the business structure, culture, and other relevant issues, as needed, to help others understand the organization

One Road Many Paths was started by myself nearly three years ago. The concept to begin after applying studies here at Walden, then becoming the lifelong game plan to work providing a new concept in cultural centers; by combining them with live musical and dramatic performances in unique ways (*at my direction*) engaging the community in similar ways. There are many competitors, and also, as a Non-For Profit 501c3, (*I don't have to*) take pride in publishing not only the papers here from my works at Walden; by prod-graduation continuing these works and expanding them with fore casted staff, through lectures, public appearances and speaking engagements. I cant do it all alone. I understand the value of time. However, I am certain of my focus, analysis and contemplation of the academic efforts and how they are of value to the company. Not all things are told and that is confusing. The reason for this is that until things are locked in (*copyright, patent, service work through expressed operation on a daily basis*) these are being treated as 'trade secrets.' I find favor in the fact that ORMP could choose to build the next best 'mousetrap,' 'golf club,' or 'apple. The fact that they are '*canes and staffs*', with actual functional prototypes...will really help people have more balance, heal quicker, and risk less injury. This is important to the business aspirations we wish to have and

maintain ethically, morally and socially. Keeping true to our mission of not favoring one political party or religion, focusing on issues that are common to all that is humanity; this easily leads us to the areas of art, fashion, music, and the different levels of culture which they provide.

Once the center is open, lectures, tours and workshops with local colleges and community will begin to be offered, with concerts and art openings for the evenings. This is also where I intend to have my office available for these and also intended 'aldermanic' duties as I plan to run in my Village. This continues to keep the business eye on not only the needs of the community and local businesses, but ORMP as well. In and among these business dealings, we are also seeking to create a mental state-of-mind around the center, where our notions, thoughts and creative levels automatically polarize and bind with others. These esoteric metaphysical studies (*if you like*) will continue at the center with the purpose of forming a collective (*anyone can join any where any time for free*) mind community with actual centers...plural. This will begin with one center, then expand to more, after refining the formula as much as possible on a business level. Through much analysis of the marketing plan and business formulas, it was determined that in order to provide for optimum sustainability, we have chosen to expand the product line beyond that of concert promoters, and to include the role of educators, philosophers and active students of culture, sharing our findings with those who would accept them.

To make it easier, please visualize a company that combines;

Disney

MTV

PBS

The ***Art & Culture*** version of *Kahn Academy*

The passion of Fred Rogers going after initial **PBS** funding

Promotion of Human values common to all kind

and...like Disney, technological innovations and scientific developments such as **RoboCane** in association and conjunction with the United States Government through **SBIR** (*Small Business Independent Research*) grants, private funding and charitable contributions.

This is **One Road Many Paths**...it also ties in to a few of our initiatives.

Working with the development team at One Road Many Paths, we will continue our studies of the ergonomic functions of the human body and building better tech now and for the future realizing this through incorporation of our current product line, and look to achieve new alliances with supply chain partners; while our laboratories are continually developing new and better applications.



Previous attempts in 'real life' include extensive study and development of (**use Google search for 'Grabber Grips' another real world company, from the same developers of ORMP*) and includes business to business ties with some of their current offerings such as their studies for 'The Blind and Talented Foundation.' Our perspective, is that ORMP suggests to consider through this concept that it is not simply “making well built, reliable canes and staffs that are marketed well, for a good cost/performance ratio...) it is far more. Our canes and staffs are used by people. The better their health, the more leisure time they have. The more time to enjoy and celebrate life.

You will see, that through our technical suggested developments that this will go beyond simply

building better canes and staff rather than what will happen, along with providing a better life for people through our product developments.

Retrieved from: <http://www.oneroadmanypaths.org/TheBlindAndTalentedFoundation.htm>

(for this concept shot (*right*) , by design we included the themes of dance, a man and a woman to cater to the one suggested market. Also, where the knee is bent is akin to both those who would use either RoboCane or our staffs or walking sticks. The same technology exists for all.

retrieved from:

https://www.youtube.com/playlist?list=PLVk5J_hWlxSDHbn1a4iprpcROK-QiLVKq



(artwork and designs within this section are personally held by Don Lucki, Jr. as author and shared for the purposes of this narrative and remain as such unless otherwise noted.)

[] An explanation of how the product or service is positioned in relation to its competition, how it is differentiated, and how the customers perceive it in its current marketing program

The Blind and Talented Foundation

<http://www.blindandtalented.org/TheBlindAndTalentedFoundation.htm>



The main research studies will lead to opportunities for enhanced audio recognition leading to *(in some cases cures for blindness)* working in association with some the doctors who have previously studied, while reaching out to doctors within the community to continue studies of such persons in both musical and non-musical settings. As you might know, canes in the world of the blind are a life-enabling tool, which is another reason for this focus. Some of the canes have already become equipped with a special non-electronic acoustic sonic adapter that creates a sound to assist the person walking, as noted by the certain echolocation studies involving clicking. Also helping the blind are rescue and assist animals and to begin work towards that end; first we have developed 'Dollar a Dog' working with the community and will expand to include more seniors and sight assisting animals; including rescue pets, and the seniors/persons they serve. The canes should come in handy for seniors as well as create cross-promotional opportunities. Please visit us at: <http://adollaradog.wix.com/adollaradog>

[] An explanation of how the product or service is positioned in relation to its competition, how it is differentiated, and how the customers perceive it in its current marketing program

The current marketing program is the '*shock-and-awe wonder*' of seeing such a fancy stick in the street. Some of this does test the public acceptance meter in terms of what can be added to design.

In understanding and in consideration of these times; there exists concerns for persons who would do damage to life and/or property, terrorizing as it were our freedoms. Therefore, to see someone you don't know, come in with a cane or stick like this...it might seem a little crazy at first. It helps that I demonstrate right there and then always letting people see it is not a threat, remembering; anything you can hit someone with can become a weapon should you choose; a stick, a cane or a lollipop...None of which we suggest. This to me expands the lab beyond my testing area and into the real world where it belongs. Tested on me first, then on a person waiting to test the upcoming standard 'body' walker design....(signing a disclaimer of course)

Prior to looking at new markets or positioning however; this came from the previous findings of our study. A summary of these sections and the major areas from which the new marketing directives are derived from are as follows;

from the **Production Section:**

in looking at the production of Zion Irons to emulate the example;

“All of the other leading brands have sent their foundry work offshore to China, due to the reduced costs. However, research and development has not been outsourced, and has become the main focus of the major club producers. Over the past few decades R&D combined with technology has developed new designs with new raw materials which often replace steel shafts and heads with titanium and graphite. These trends have produced lighter and stronger clubs with a lower price tag.”

In looking at this, we know where to start looking for production materials...or develop something using different ones. Which materials, and how the product works are two different things.

We will further address the issues of mass production, post graduation of the prototypes and selected materials.

From thoughts on **Distribution**:

“On line *vendors, e.g. Amazon...*” will be a big part of the suggested segments, as well as to introduce and further develop relationships with doctors and chiropractors for both development and for study of expert opinions adding to a global knowledge base. Actual chiropractors and board surgeons have now had the RoboCane prototype in their hand and attest to its function...let's keep going. Back to distribution, now adding the notion of customization. One company, *WixStix*; offers golf clubs in a variety of colors. Using our basic product lines and allowing for customized 'mods' when ordering will help the bottom line. This needs to be communicated, expressing these new ideas within cross-functional teams and will allow for such customization to become embedded within and through our distribution chain, not forgetting we need that which *drives* data to do that. This will expand current product line offerings, by allowing for similarly customized canes and staffs, taking examples from real world entities deploying similar methods.

As far as 'promotion' looking at a close competitor in the market would be

Flexsticks. (please see :



flexSTICK Walking Cane - Tech Ft. Worth Impact Award Finalist

<http://youtu.be/rQD91hw6hVs>) Please know that for us to be speaking on this level, in order to compare the products properly in this regard, I had to go to one of our actual prototypes (*this is our way rather than paper built or engineered first, reason being..if it is to work in someones hands...first thing we do is introduce it to real hands.*) We will then continually back to engineering to refine. This is our De-facto way of making prototypes, similar to output based computing.

As far as **manufacturing costs**; As you can see from our demonstration videos ([playlist as above](#)) and through

viewing our images, one can see that our movements are based largely on those suggested by the 'At-At Walkers' from Star Wars (right), our



(*patented applied for*) robotic leg technology aims to emulate the more complicated movements of such equipment, reducing costs, and having less moving parts to reduce error while at the same time provide ultra-enhanced function.

As for the military surplus, parts wear out and break, and there are many creative uses for salvage, the best being re-purposing. Looking back to the Zion Irons case study, as *“the company leveraged greatly from its ability to use surplus metal sourced from the navy and military at lower prices.”* This would be a great opportunity to take the lead in terms of reasearch and development, by sharing post-test marketed results, focus groups, and certain formidable contracts with **DARPA** and

DOD by securing salvage inventory, maintaining the SBIR rights on the side of One Road Many Paths, also using current marketing items for immediate evaluation, so as to form enterprise architectural style concepts of a marketing, manufacturing and distribution manner. *“The basic fundamentals of controlling distribution costs would include re-evaluating the method by which either the manufacturing inputs for product fabrication are transported coupled with associated costs.”*

As far as the **goods** themselves are concerned, by firming up our approach and relationships with OEM groups and parts providers, together with our enhanced research and development outlook, we will be able to take less than state-of-the art parts (*salvage*) from other companies, including; technology and inventory and start utilizing it. This will start providing for an approach to ultimate development of a '*zero waste product*', getting our unwanted technologies from other companies, also helping to create a smaller carbon footprint.

As for personalization of the items, (*and the rest of the customization lineup*) for proprietary purposes, we have not released these details yet. As the development team looks into this product more, serious conversations need to begin to involve the other cross-functional teams so to possibly see this perspective as expressed through the continued relationships of ORMP and top business partners and perhaps developer partners forming a supply chain scenario for repurposing and shared knowledge. All of this whilst maintaining the rights under SBIR (for corporate held patents) then continuing association with chiropractors developing public fusion and feedback from the devices, going back to development to introduce new concepts or improve existing ones.

“the element of warehousing or inventory cost management...”

We are looking for less moving parts, not more and in fact have succeeded with this design and

suggested practices to be applied within the manufacture and testing of their implementation within the current product line of about ten items details to follow as suggested here....

Looking back again to the Zion Irons scenario, suggested by another department, the “*warehouse information system that monitors orders from individuals and retailers juxtaposed with shipping and receiving of manufacturing supplies as well as the final merchandise.*” should become combined with grid-based computing to also tie in driver schedules, etc...allowing for decentralized distribution perhaps, allow furthering the suggestions for the customized



orders...similar to the FedEx grids. It is always wise to look to possibly combine customized orders all along our grid... also adding in supply line variables; including shipping and transportation costs to our consideration.

The data that we also wish to derive, seek share and fulfill (*to feed profit and forecasting metrics*) will be put together as continued themes based on data and marketing **ROI (MROI)**

Please know, ORMP actually did this with an actual product called Grabber Grips; (see <http://www.grabbergrips.com/>) performing a considerable amount of marketing study prior to

developing another product that actually exists. This being referenced for similarities in marketing presentation. Also, perhaps this could be another *immediate* outlet and application of the research, sharing published findings through trade journals and press releases. Seeing past the current marketing strategies, (*and beyond*) in order to shape markets of the future now; the elements of World exposure, capital and potential should be addressed to include the supply chain and information warehouse. By design, we see the marketing of these products (*and by focusing on supply chain and distribution strengths*) will lead to new strategies. For instance; The base source of the 'Grabber Grip' product relies on banana extract, also making it largely organic, so by expanding supply and demand for this product (*same example*), should create new or enhance existing value chain processes...

Back to our RoboCane, and why all of our focus on science and technology. This focus is very appealing to all military departments, and is an instant display of technological advances. It also makes for more safety everywhere and shows our commitment to that effect. There is much value to that and to providing this to every walk of life.

[]The processes used to identify new product or service opportunities

Canes. If you look at them, they have not really come a long way since they were first invented, (*who knows when*) but their purpose remains as it is today. Going through nearly one tenth of my life needing or knowing medical care and the healing that it brings; I am both sensitive and thankful for these thoughts. It was through the combination of looking around and seeing what the market offers in terms of canes, knowing that I can and did do it differently...which became making a functioning design for myself that I was so thrilled with that I applied the technology to nine other models. Now to get those designs to the market. Never forgetting, that I did this to help myself versus the alternatives of surgery or permanent loss of my leg if not healed properly, and how this would benefit others in my condition.

[]The stage of the product or service in the product life cycle and the stage of the business in the business life cycle

In terms of the business life cycle (of which there are many elements); this stage, (and many of my prototypes) begins and ends at the prototype stage. “**If it is to be in your hands, it shall be developed in ours...**” is my motto. That is just how I do things, and will continue to do so in this area, as it has become very effective as such. *(On a personal, yet professional note...this stems from the separation from the birth of my daughter (Overseas) because of which I furnished her with things that she could 'touch' so that I might actually be there not only in spirit, but also through the spirit of the gift. This extends to the respect that I cherish for the healing gifts, also the gift that is Life... The same is true for the business end as manifested through such strategic motions.)*

[]The pricing strategy

Here is the thing that breaks my heart and will win many. We are not looking at cost as an object. Whatever costs there are, offset them against the cost of not having the stick or cane...makes perfect financial sense to have one, now we have to show you why ours is better.. We will stratify and blend, of course, and I have many ideas to such ends. What does a '*Rascal*' or '*Hover round*' cost? No one is asking really about that as they can be supplied through your health care provider. We are aware of this. We are more concerned with function over cost in this regard.

Same principle *(but I'm not just after more money to sell the cane for, so that the cane makes more money..that is not the intent...)* from the standpoint of having human life as the ultimate cost *(which it is)* then the 'accordance' of a healthy life is of *personal* value to the individual. We cannot

determine that cost. However, relative to all of those personally held values...and to all of them...

One example of this might be brought to light through the concept of the magnets we use. This will become less expensive bought or supplied in bulk ...still developed for mass use, but if we said, "...let's use cheaper magnets or smaller ones", it would cost less, but would lead to injuries. That is not how we made them, not how I engineered them, and like Dyson (*Vacuums*) the process continues everywhere and always seeks improvement, even on its finest products. Back to the material costs, how can you compare a simple thing like magnet size in proportion to human health and well being? This is why we are not looking at price as a driving factor. There will be models and prices for everyone, and a standard technology applied to all products.

[] Channels of distribution

A lot of this becomes very apparent in seeing the different areas that make up our 'promotional mix' but in summary we will be exploring the current distribution channels for products of which we see kinship marketing style to explore for this project such as;

The Noble Collection

Martial Arts Equipment and Suppliers

Medical Suppliers

Fantasy and Comic suppliers

Movie Fan magazines

Movie buffs

High society magazines, Vogue, Mademoiselle, Harpers

Guys magazines, Details, GQ and outlets

After all, we did do the marketing and study of the product that exists...perhaps this could be another immediate outlet and application of the research, causing published findings in trade journals and through press releases. To attempt to see past the current marketing strategies in order to shape markets of the future now; looking at issues World exposure, capital and potential, should be addressed; including among them supply chain, system and data concerns. By design, we see the marketing of these products, (and by focusing on supply chain and distribution strengths, will certainly lead to new strategies) (Example: The base source of 'Grabber Grips' relies on banana extract, also making it largely organic, so by expanding supply and demand for this should create value chain processes....

Back to RoboCane. All of the focus on science and technology focus is very appealing to all military departments, and is an instant display of technological advances. It also makes for more safety everywhere. There is much value to that and every walk of life. Here is where we combine all of those for positioning. It has long been a goal to '*Bring Them Home*' for those returning from deployment, especially those who have been wounded at war. This is a way to help put all of that together. On the topic of the military, by further developing the technology for our use, we go beyond simple competitive market share, and towards a permanent place in the supply chain. By repurposing military materials, combining them with new and improved technology, we can continue to make our canes and staffs, also making them affordable, accessible and safe...

as for position to alternate segments;

As the military remains a big part of these interests, I would go to talented people with so called 'disabilities' but please don't label them that; as they are extraordinary in ways beyond their courage;

such as Congresswoman Tammy Duckworth, or Olympic medalist 'Amy Purdy' to help market, and might actually benefit from our product innovations.



The notion of developing a frequency program, for example, '*Cane of Thrones Club*' ... would allow for many differing promotions, product demonstrations, meet-and-greet, cards, merchandise, and other marketing events.

Having olympic and paraolympic performers will certainly help this as well. Along with the recent footage from this years '*Dancing With The Stars*' and paraolympics, as expressed through the efforts of Amy Purdy.



In addition to the current marketing mix, we are also looking at providing opportunities to look with fresh eyes at the current market, while also providing new marketing avenues for the areas mentioned here. Also, sharing our research and developments back and forth with the DOD and DARPA...but not all of our product info will be public, as we retain certain rights; but continue

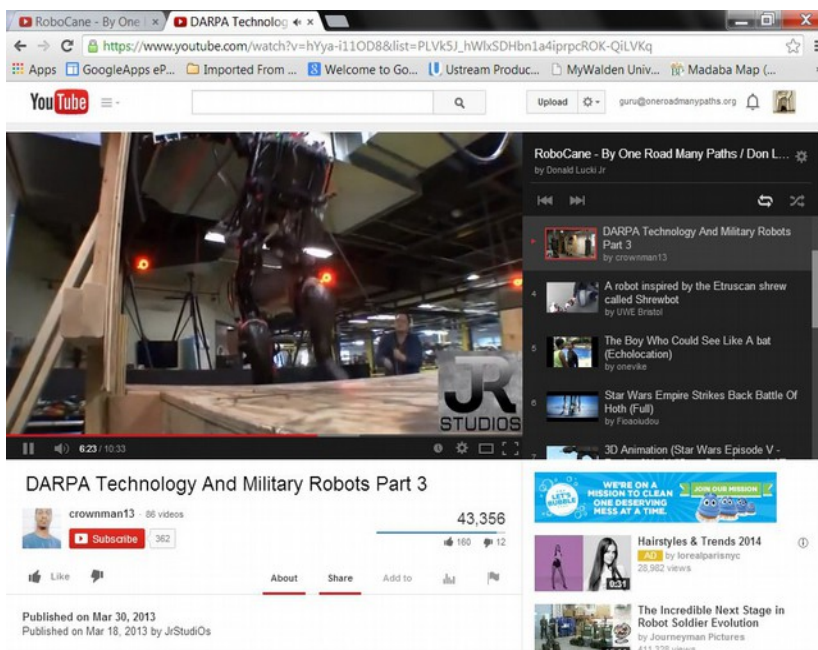
expanding relationships with Business-to-Government (B2G) provisions, and with the anticipated success of the program, should see its continuation through such efforts.

This means...instead of *just* buying the scrap metal from them, (**DOD, DARPA**) we are sharing findings and technology. The SBIR list is a long one. There exist multiple conituned paths for not only cross-development; but also as a resource for new materials. The military grade state-of-the art throw-aways, handled properly, become green friendly in keeping with our zero waste product approach (I named it this) also to stay profitable using repurposed goods and items available in abundant supply. Maintaining relationships with B2G partners will maintain the supply chain in this regard as long as

supplies continue to exist as such.

We feel that the

DOD/Military would love to have things produced more inexpensively as well. This is the always and continued goal of the developers at ORMP, to make things smaller, faster, cheaper...always looking to improve...as a constant, yet always changing, hence our motto...



“Today's technology in your every step...”

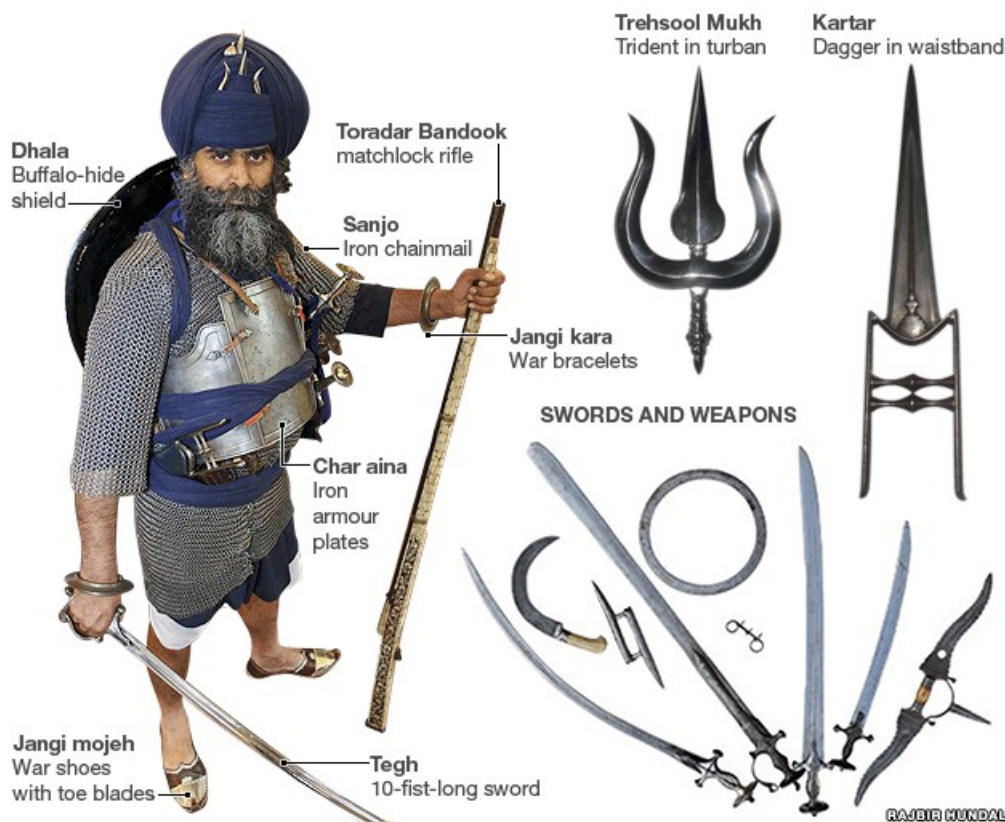
Health Care

Studies will be shared with chirporatic, orthapedic surgeons, naprapaths, and prosthetic & robotics teams adding to World knowledge base. More stable technology is a boon to any industry. It

also builds better products, which tend to sell better, on a more consistent basis; to a satisfied consumer base.

Common Market

Many common market applications, and additional revenue streams may be achieved through strategic market associations with manufacturers of current products, such as walkers and canes themselves.



Source: <http://www.bbc.co.uk/news/magazine-15480741>

As enterprise architects, by using all of the elements described here; through these activities it should be able to form into a functional marketing plan and put into place. By design **creating a ongoing relationship with the DOD and**

DARPA for salvaged

equipment, suggests to continue that paradigm as a constant operating environment providing for both the common and world markets. Keeping the supply chain alive, we also look ahead to the 'Wounded Warriors', also to those wounded worldwide....And, by using military grade supplies, we have a military grade product. By providing the both the durability and functionality of a 'warstick' and applying it to everyday life with our magnetic shock. This is the durability that must exist, at all times for these products.

[]The promotional mix

This will be very clever...as we seek many markets, we will incorporate 'all' of the markets together in terms of the marketing...after describing it, see if you can see some of the elements in our final designs.

Here are a few;

Society:

Everyone from rich to poor will want one of our canes
and we will customize special orders at special rates

Here are the areas we are targeting and how;

Art:

There exists a catalog of 'art pieces' through the '*Noble collection*.' (see: <http://www.noblecollection.com/>) It is not unlikely to seek an agreement with them for resale of our some of our custom pieces, perhaps even making them some specific ones for them. This would also expand distribution and further the brand through such distribution channel. Market also being art collectors, upscale buyers and custom pieces.

“Artistically, we seek to combine function with fashion creating one-of-a-kind pieces. “

Ancient Arts:

In terms of martial arts; I have over 20 years studying fighting sticks, their meanings, usage and ways in which they were developed. This includes previous workshops from the some of best in the world stemming back to the most ancient of arts.

Culture:

From the tribes of Australia through the Middle-East to our own backyards and senior communities; walking sticks and canes have been part of history and function throughout the ages...

(image) Retrieved from:

<http://www.walkingsticks-williamsburg.com/sticks.html>

**Science Fiction/Fantasy**

With the allure of Star Wars remaining as valuable as gold for many product lines (see; <http://smsby50.com/pages/star-wars-limited-edition-street-by-50-on-ear-wired-headphones>) I seek to attract entities with logical B2B connections: such as *Disney*, *Pixar*, *Dreamworks*, *ILM*, *Lucas Films*, etc...and any/all of the fans...I may be considered crazy; but there are those whom I consider crazier, and therefore role models such as in a recent article on Bran Ferren in *Wired*;

“...he could never settle on just one thing, and between movie gigs he found time to work on projects ranging from specially filtered sunglasses to robot-controlled TV cameras to visual effects for a Paul McCartney tour. ..To me, it’s ‘come up with a new idea nobody’s seen before, get it going enough to prove the point, and then get on with the next.’”

Source: <http://www.wired.com/2014/04/worlds-biggest-rv/>

Using a person such as Mr. Ferren (*for an example*) is where I plan to follow in terms of the invention side of the business suggesting our outcome be of a similar result;

“By the early ’90s, Associates & Ferren’s client list was dominated increasingly by one name: Disney. In fact, Ferren would work on so many projects for the company that in 1993 it bought out his firm for an undisclosed sum and relocated Ferren to the West Coast, eventually making him president of research and development in the company’s Imagineering department. “His job,” then-CEO Michael Eisner says, “was to attack individual problems, like finding out how to make an elevator free-fall faster than gravity.” “



I will also lead to development of safer technology for stage and screen actors...even a movie prop.

Not enough attention is being given to prop safety. I'm not suggesting a union for props, but safer props mean safer actors and

actresses. This would also open different distribution channels.



On this side, it seems the goal is to '*Defy Gravity*' through our staffs and canes.

Movie Market

We could also begin making sticks for actors and actresses, or make or own movies/web episodes using the sticks, canes and staffs. Each stick have a unique name and personality (*like a celebrity or character*) also similar to that of a fine horse or sword, each with a name...and attributes. Their names will become tied to the product features. This will be positioned further in terms of overall marketing personality as well.

Medical Market

We are going to compete in the medical market in the hopes that the patent will be picked up and expanded through existing medical and health care products...This is a big wish, with the big question being how fast can we get there? It hurts my heart to know that we could have had better technology all of this time and did not. We are here now and have started with this product as one of many, but started here as it helps so many people...

Common market

Most sales will come through this area, although we might be surprised. I predict that niche market will yield more...

Research and Development

There are and will remain continuing developments.

Military Market

“Noticing people of different weights and heights, and after testing out many of the different

types of canes, I was still not happy that this would be enough for all people, especially returning soldiers. Anyone wounded, or anyone who needs to use these devices...uses them more than a car.

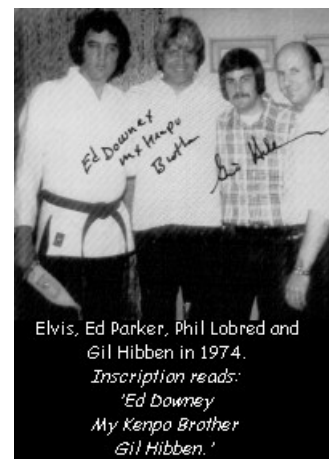
They are not just fancy sticks...I've gone to great lengths to ensure that are solid, very functional and desired to have.”

This will lead to many things including (*I hope*) 'complimentary' (*what they did is not free, we shall then compliment them for such service with a **complimentary** cane*) of our canes to service members, along with a countless list of public service and community programs. By always holding the reins of the project and the patent rights, and we can always weave other elements in retaining rights and strategic flexibility.

The combined research together with the provisions afforded SBIR; we will share certain designs and/or make new ones with the government grant and research programs.

Businesses

We wish to be admired for our design, function and commitment to quality. Similar to the Gill Hibben knives and celebrity designs. <https://www.hibbenknives.com/gil.htm> (images from same)



“In 1968 Gil designed the Kenpo Knife (sometimes called the Ed Parker Fighting Knife) for his black belt thesis on knife fighting using Kenpo tactics. His thesis became the basis of the Kenpo system's Long Form VIII (the double dagger form) which uses two knives in mock combat.) Over the years Gil has made several of the handmade versions of his Kenpo knives including knives that were presented to Ed Parker and Elvis Presley.”



Sylvester Stallone is a long-time collector of Gil's custom knives. Sly chose Gil to make the now famous knife that his Rambo character used in the movie "Rambo III".

Please note: I have studied with their students directly.

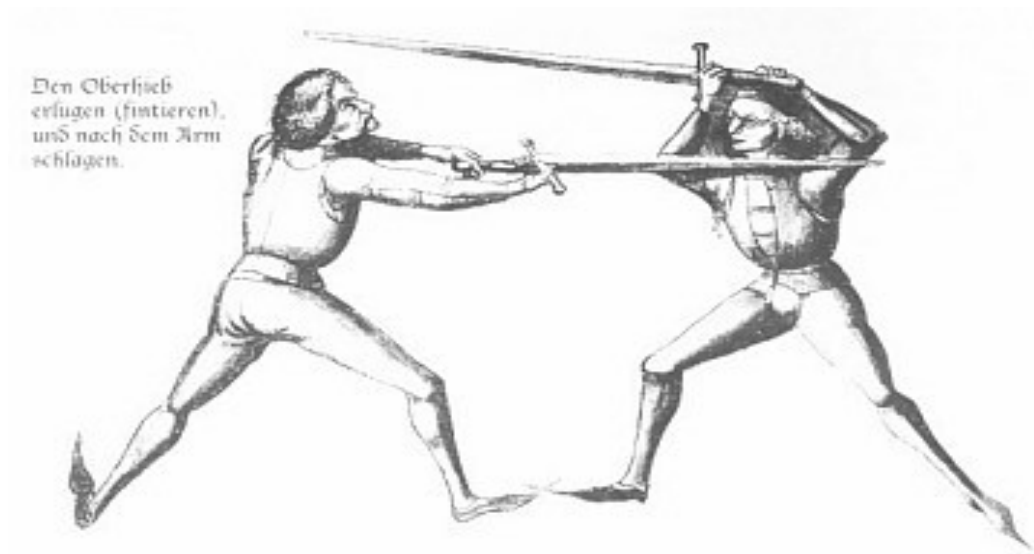


Image source: <http://www.aemma.org/misc/news/wma2000/toronto.html>

Not that we are here making weapons; but after feeling in your hands any of the designs, then

comparing them to anything else, you would feel the difference in our level of quality. It would be fun and strategic to take our staffs and canes to tournaments offering sticks and weapons display to see how they fare in rounds of battle....and we might turn a few heads...and learn a lot about our staffs and canes.

We will continue to develop new and innovative products and services, marketing what we find as winners. These efforts, together with our combined focus of trying to purvey and provide all things cool and cutting edge; seek to come together, by providing innovative products and services.

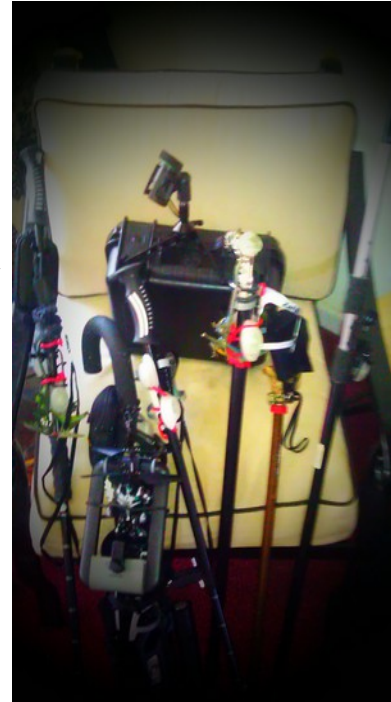
[]An analysis of the top strategic issues crucial to the organization

Right now the focus is on getting the prototypes ready to present to the market and for patents and trademarks is important. What this means is not only pictures (*which we could easy mock up*) but pictures of the actual items, functioning in such fashion that they could actually be held throughout the presentation. The Schaumburg Public Library (*in lieu of the ORMP facility*) hosts a new 'green screen' digital lab. This is being considered being used, along with a group and community forum and discussion. Perhaps this could be used for the mock up/actual ads, and ideas are already being developed for a marketing 'performance' similar to a street performance with magic sharing the results through social and standard media outlets.

A marketing line for each of the eleven pieces of needs to be named and written. The personalities are already there within the design of each of the canes or staffs (*prototypes pictured*). This, is in a similar fashion to what [Todd McFarlane](#) did with his '[Dragons](#)' collection, of which many of the figures come from; would continue to be used within the pieces; or exclusively McFarlane pieces. There are many sports figures as well which could also be designed into custom pieces for sports enthusiasts. Here is more on that collection; <http://www.spawn.com/toys/series.aspx?series=268>

Conclusion

With the intention of re-purposed data; These items will become combined with the previous writings and this writing and the previously unpublished BAT findings along with the necessary SBIR grants to group together the whole process. It all ties together in my mind anyway (I suppose I did design it as such) saving time by concentrating these elements, making a forward motion of them all thus helping to serve the most purposes at the same time.



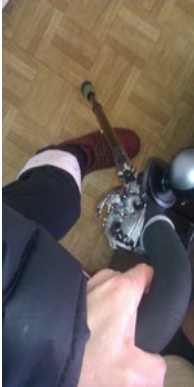
[]Recommendations to senior management

Therefore in conclusion,

We seek to maintain research and development efforts in continuation and expansion of our product line; expanding efforts with OEM vendors, B2B and B2G partners and their entities, to develop and provide new and groundbreaking materials, looking to become the leading edge of the market. Through this process keeping alive US sales and continuing development efforts in this area. Hopefully this will lead to providing jobs for others. We need to seek to involve exposure through every outlet, including social media of course adding contemporary elements. We will continue to work with doctors and health care professionals to consult, approve and improve designs also allowing



for expert opinion and studies of people using our products through these efforts in the real world, along with the actual research, developments and through and of unique marketing of RoboCane.



Also continued, will be outreach to the **DOD** using some of these suggestions to actually continue these processes which would begin to start including immediate provision for *'Wounded Warriors.'* Personally, I would like to have Tammy Duckworth herself try out *'the RoboCane!'* While other organizations give back a percent of their processes, I am suggesting that we position ourselves rather to give back in terms of our RoboCane product having it provided to every *Wounded Warrior* qualifying for such items, including other products from our product line. They have already become injured. May we please help keep them safer? Thank you. Let us now pause to reflect and remember...

. We will turn to items that benefit other areas, which include our actual B.A.T. Blind and Talented foundation (*as above.*). You will notice in the [video series](#) there is a study of the [boy and echolocation](#) performing amazing things by counting clicks. This clicking was by design made into the prototype and may be heard through the video narrative.

[<ref playlist number 2>](#) The echolocation studies will continue; helping blind persons, and also include further audio research and development efforts as well.

This all comes together.



(pictured:author - photo credit:mom)

Lastly, If the object of our learning is the application of such, then thank you for these suggestions, as they have become the steps of many...

References

Mullins, J. W., & Walker, O. C., Jr. (2013). Marketing management: A strategic decision-making approach (8th ed.). Boston: McGraw-Hill/Irwin.

Certain elements derived from Group B – Walden Discussion Group – Week 4 Group Project

Retrieved from:

https://www.youtube.com/playlist?list=PLVk5J_hWlxSDHbn1a4iprpcROK-QiLVKq

<http://www.oneroadmanypaths.org/TheBlindAndTalentedFoundation.htm>

Amy Purdy Image:

http://photo.lasvegasweekly.com/img/photos/2013/11/06/amy_purdy_by_mitchell_haaseth_NBC.jpg

Tammy Duckworth Image

<http://i.cdn.turner.com/cnn/2009/OPINION/11/11/duckworth.veterans/t1larg.duckworth.obama.gi.jpg>

and otherwise referenced

as above in context