DEVELOPMENT OF NEW FURNITURE PROGRAM FOR KINDERGARTENS

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Development process for new product

1. Collecting ideas for a new product
2. Evaluation of ideas
3. Studying the market possibilities
4. Technological development of new product
5. Market development of new product
6. Market testing of new product
7. Introduction of the product on the market
8. Commercialization
Collecting ideas for a new product:

- open-shelves
- regal
- bench
- hanging wall
- closet
- table
Independent regal with open shelves

deciduous tree

bush

conifer tree
Seats and table

seating assembly with three seats (trunk)

table (stump)

independent seat (trunk)
Development of new furniture program for kindergartens

Technological development of new product

Additional elements

- closet (vertical trunk)
- hanging wall (tree)
- independent and mural wardrobe elements
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Oblak, Jošt, Zupančič, Antolin, Kropivšek
Survey

- questionnaires → principals of kindergartens
- 30/120

- positive to new product
- difficulties of imagining the product (dimensions)
- preferences of buying individually products
CONCLUSIONS

• needs for environmental protection and early education of people (kindergartens)
• development of nature look like furniture
• positive response of kindergartens management
• production of one sample piece of each product
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