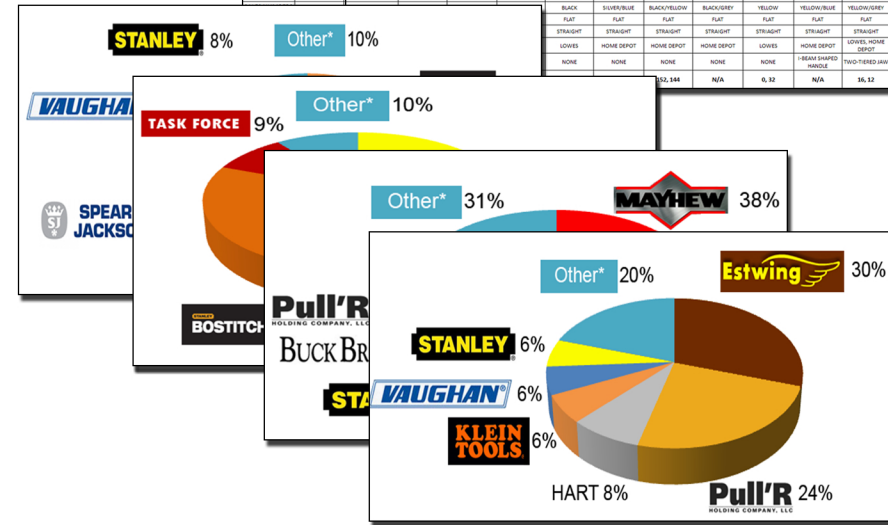


My target market fell into the demolition side of the Strike and Struck group. As demolition workers are faced with many challenges on the job, current problems of many products already on the market was the drive behind creating a reliable tool that can be used by the average Do-It-Yourself guru, as well as being used professionally day in and day out.



STRIKING AND STRUCK NUMBER PRODUCT COMPARISON CHART	[Images of various hammers]										
BRAND: KOBALT	KOBALT	BOSTITCH	BOSTITCH	ESTWING	ESTWING	HART	KLEIN TOOLS	STANLEY	WORKFORCE		
MODEL: 22 OZ KICKOUT CURVE CLAW											
LINK: WWW.KOBALTOOL.COM											
TYPE/PURPOSE: GENERAL CONTRACTOR											
HEAD WEIGHT: 22 OZ											
HEAD MATERIAL: HIGH-CARBON DROP FORGED											
HANDLE MATERIAL: WOOD											
LENGTH: 14 INCHES											
CLAW TYPE: CURVED CLAW											
GRIP STYLE: NONE											
PRICE: \$8.98											
COLOR/FINISH: SILVER/BLACK											
FACE STYLE: FLAT											
HANDLE STYLE: ANGLE											
WHERE TO BUY: LOWES											
SPECIAL FEATURES: NONE											
SALES NUMBERS FOR 2009, 2010: \$78,183											



Gaining valuable insight on which products are currently on the market, which brand held the majority of availability, as well as learning which were the best sellers on the market.