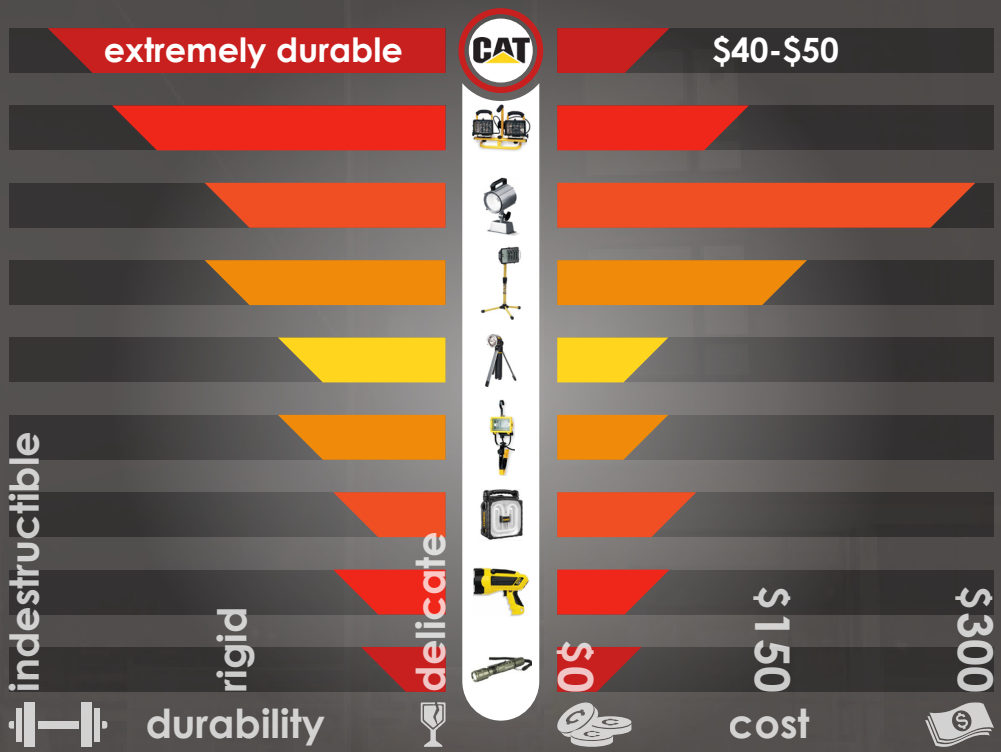
Target Market

Product Objective

Offer consumers a dependable product that increases productivity and safety by properly illuminating the personal work space.

Market Positioning



research

With construction projects that last into the night, potential risks are added to the already dangerous environment because of lack of available light, therefore, work sites are equipped with large lighting systems. Since Caterpillar has veteran experience in this type of environment they are very familiar with utilizing lighting equipment. CAT has decided to license its name to small tool manufacturers to open up new opportunities. They are striving to improve illumination in the work space to increase safety for construction workers. CAT will be starting small scale with the initial focus being the household garage.