

# Chester



**ASSIGN  
BUSTER**

Foundation Report I Executive Summary Chester Company Has been in the sensor business for 8 years. We are focusing on low tech product for several year. And now we are focusing on both low tech and high tech market.

Targeting in both market, we have been always profitable In this 8 years. We have the product which leading In both market segment. And since our company have a big factory, we got a good automation to Increase the company margins. There are four main department that run Chester company Research and Development, Marketing, Production and Finance.

II Mission Statement Our mission statement Is . To be the cost leader for both segment High tech and Low tech, and to be a differentiator with product life cycle focus. . Always Improve all the product that we have, and to keep maintain the trust of our customer.. Best product doesn't have to cost a lot.

III Research and Development Research and Development (R; D), determines a sensor Performance, Size. And Mean Time Before Failure (MATT). In each market segment, High Tech and Low Tech. Consumer have different needed in their product. High Tech Customer Buying Criteria I Expectations