

# Top 20 Barbells Harvard Case Solution & Analysis



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## Estimated barbell for version



## Theme and purpose of the project

Barbell chart is a tool used to compare two different versions of a product. It is a simple and effective way to visualize the differences between the two versions. The chart consists of two horizontal bars, one for each version, and a central vertical line representing the average. The length of each bar represents the weight of the product, and the position of the central line represents the average weight. The chart is used to identify the strengths and weaknesses of each version and to make decisions about which version to use.

## Calculations

Calculations are performed using the following formulas:

- Weighted average =  $\frac{\sum (Weight \times Value)}{\sum Weight}$
- Standard deviation =  $\sqrt{\frac{\sum (Weight \times (Value - Weighted\ average)^2)}{\sum Weight}}$

## Differences between the basic version and enhanced

Category	Basic Version	Enhanced Version
Weight	100g	120g
Length	10cm	12cm
Width	10cm	12cm
Height	10cm	12cm

## Forecast

Forecast is a prediction of future events or trends. It is based on historical data and statistical analysis. The forecast is used to make decisions about future actions and to allocate resources. The forecast is typically expressed in terms of a range of possible outcomes, with a central value representing the most likely outcome.

## Project's target group

The target group of the project is the group of people who are most likely to benefit from the project. The target group is identified based on the project's objectives and the needs of the community. The target group is typically defined in terms of age, gender, and location. The target group is used to tailor the project's activities and to ensure that the project is relevant and effective for the community.

## The price

The price is the amount of money that is paid for a product or service. It is determined by the market forces of supply and demand. The price is used to measure the value of a product or service and to make decisions about whether to buy or sell. The price is typically expressed in terms of a specific currency, such as the US dollar or the Euro.

## Feedback

Feedback is information that is provided to a person or organization about their performance. It is used to identify strengths and weaknesses and to make improvements. Feedback is typically provided by a supervisor, a peer, or a customer. The feedback is used to guide the person or organization's actions and to help them to achieve their goals.

## Ambassador

An ambassador is a person who is authorized to represent a country or organization in a foreign country. The ambassador is typically a high-ranking official and is responsible for promoting the interests of the country or organization in the host country. The ambassador is also responsible for maintaining diplomatic relations and for providing information about the country or organization to the host country.

## Logo



## Distribution strategy

A distribution strategy is a plan for how a product or service will be distributed to the market. It is based on the company's objectives and the characteristics of the product or service. The distribution strategy is used to determine the most effective way to reach the target market and to ensure that the product or service is available to the customer. The distribution strategy is typically expressed in terms of the channels of distribution, the geographic areas to be served, and the timing of the distribution.

## Barbell chart

A barbell chart is a tool used to compare two different versions of a product. It is a simple and effective way to visualize the differences between the two versions. The chart consists of two horizontal bars, one for each version, and a central vertical line representing the average. The length of each bar represents the weight of the product, and the position of the central line represents the average weight. The chart is used to identify the strengths and weaknesses of each version and to make decisions about which version to use.

## Analysis of product goals to which a very product is used

Goal	Weight	Value
Weight	100g	10
Length	10cm	10
Width	10cm	10
Height	10cm	10

## Estimated barbell for the enhanced version

Category	Basic Version	Enhanced Version
Weight	100g	120g
Length	10cm	12cm
Width	10cm	12cm
Height	10cm	12cm

## Excel

Excel is a spreadsheet program that is used for organizing and analyzing data. It is a powerful tool for data management and is used by businesses and individuals alike. Excel is used to create spreadsheets, which are tables of data that can be manipulated and analyzed. Excel is also used to create charts and graphs, which are visual representations of data. Excel is a widely used and versatile tool for data analysis and management.

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### Theme and purpose of the project

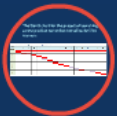
The project has two main purposes. The first is to analyze the market for barbells in Poland and to identify the key players in the industry. The second is to develop a marketing strategy for the company that will allow it to compete effectively in the market.

### Differences between the bank, vendor and reseller

Bank	Vendor	Reseller
Bank	Vendor	Reseller
Bank	Vendor	Reseller
Bank	Vendor	Reseller

### Conclusions

The project has shown that the market for barbells in Poland is growing and that there is a need for a marketing strategy that will allow the company to compete effectively in the market.



Key findings from the project include the identification of the key players in the industry and the development of a marketing strategy that will allow the company to compete effectively in the market.

### Executive Summary

The project has shown that the market for barbells in Poland is growing and that there is a need for a marketing strategy that will allow the company to compete effectively in the market.

### Forecast

The forecast for the market for barbells in Poland is positive, with growth expected over the next five years.

### Product's target group

The target group for the product is individuals who are interested in fitness and strength training.

### Decision

The decision was made to invest in the market for barbells in Poland, as it is a growing market with a high potential for profit.

### The price

The price of the product is set at a level that is competitive with other products in the market.

### Advertisement

The advertisement campaign will focus on promoting the benefits of the product and its quality.

### Ambassador

The ambassador will be a well-known fitness enthusiast who will promote the product to their followers.

### SWOT Analysis

The SWOT analysis identifies the strengths, weaknesses, opportunities, and threats of the company.



### Price strategy

The price strategy is to offer a competitive price for the product, while maintaining a high quality.

### Distribution strategy

The distribution strategy is to sell the product through a network of resellers.



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## Theme and purpose of the project

The subject of our work was to create a new product: **universal barbell for women**. Universal barbell for women will meet the physical needs of women, for example strength, power and good mood every day.

This kind of machine looks like big construction with barbell. This construction is stable and reliable. Woman strengthen her muscles, harmoniously expand her figure and firm her whole body. This barbell is for woman which are beginner, also for advances. Exercising person can change the weight of barbell from 26kg to 10kg.

# Company Czarnecki

Company Czarnecki was founded in 1984, but since 1993 it has been manufacturing equipment for strength training. This company has got perfect equipment for woman: universal barbell for women. This kind of barbell is perfect for every woman: short, tall, slim, fat. If you are one of them- you will be satisfied! This product adds weight to height and weight automatically. On an automatic barbell woman can do practicing the whole body. And with heavy weights, without additional belaying. It consists of a barbell that is fixed within steel rails allowing only vertical or near-vertical movement. Some Smith machines have the barbell counterbalanced. The machine can be used for a wide variety of exercises though it is most commonly used to perform squats. The woman sets her height and weight and she can enjoy each exercise.

# Exercises:

These are the practices which woman can do:

- squeezing the barbell in a narrow grip
- squeezing the barbell in a wide grip
- toes on the fingers
- squeezing the bar
- lying in a wide grip
- squeezing the barbell sitting in a narrow grip
- squeezing the barbell sitting in a wide grip.

# Exercises:

The barbell allows practising the whole body and building muscle mass practically without moving from the place.

Thanks to it, for example we can do exercises for the back muscles and biceps. It can be an exercise such as lifting in the support. In this exercise, the user is placed under the griffin, gripping it with the shoulder width of the bar, while resting the heels against the floor. At this point, the user pulls up until he touches the neck and returns to the starting position.

The next group of muscles that can be trained thanks to the barbell are the tight muscles and the corpus, for example by squats with a barbell. The neck should be at the height of the user's shoulders. User should take it with the handle by resting it on the top of your back. The feet should be located at the widths of the hips. At this point, the neck should be unlocked and the squat should be made until the tights are parallel to the floor. Then user should go back to the starting position.

These are just two of the many possibilities of barbell applications during exercises. In addition to them, the user can do exercises such as pulling the barbell to the chest and squeezing the barbell while sitting.

Thanks to the exercises with this device users will be satisfied with the speed of achieved effects that will give the barbell. It is an excellent product to build the perfect holiday shape.

The barbell provides a high level of security thanks to special locks, which are placed at the ends of the both sides of weight of the barbell. They prevent any sliding of weights during the exercises.