CEO Pharma Project

Overview
SPX Thermal Product Solutions, a division of SPX Corporation, produces a line of thermal products currently in demand in several industries. However, the appearance, performance ranges, and features of their current products do not align with the pharmaceutical market’s needs. The CEO Pharma Team was given the task of developing a potential new product line to meet the needs of both the target market and SPX.

Objectives
Determine the most popular physical specifications of stability chambers in the pharmaceutical market through market research and competitor analysis.

Approach
• Visit the sponsor and gather information
• Identify and analyse the problem
• Conduct research on stability chambers and their required guidelines
• Learn about SPX’s production limitations and expectations for stability chamber
• Conduct competitor analysis to see what is currently available to the target market
• Conduct market analysis on pharmaceutical market to see if the results of the competitor analysis are consistent with what the pharmaceutical market requires
• Analyse the specifications
• Generate detailed specifications for new product line of stability chambers
• Construct CAD drawings of the stability chambers using SolidWorks
• Estimate cost and select vendors

Outcomes
• This project completes the initial steps of the product development process for the sponsor
• The sponsor has initial designs for the stability chamber product line which includes three sizes based on the target markets’ needs.