Craftsmanship

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Good Products, Bad Products
Craftsmanship

Time Honored / Tradition

“Hand-built by experienced craftsmen.”

Craftsman - One who creates or performs with skill or dexterity, especially in the manual arts

Craftsmanship is a combination of art and technology which leads to a design that evokes an emotion

Good Products, Bad Products
Craftsmanship

Principle Topics:

• Furniture
• Lamborghini
• Country Origin

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Handcrafted Furniture

North Carolina Furniture Mecca

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Country Origin Affects

“Made in the USA!”

Perceived Quality

• Germany
• Mexico

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Lamborghini - Case Study

2002 Murcielago

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• Originally built tractors
• Oil burners and air conditioners
• First Car Factory 1963 by Ferruccio Lamborghini
• Rumored to be because of argument with Ferrari
• First Car produced 1963 - 350GTV
• Audi currently owns

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• Handcrafted from start to finish
  • Hammer-formed hems
  • Hand-stitched leather (?)

• "We'll make the engine, you design the body to fit"

• Buyers are willing to pay $$$
• Only 400 of the Murcielago will be built
Craftsmanship

Questions

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