



The Design and Marketing of Power Tools: Examining the Role of Design Strategy in Garden Power Tool Companies

Dr. Gisli Thorsteinsson, Dr. Tom Page, Dr. Subramaniam Arunachalam

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Design strategy allows many companies to develop a plan for what they need to make and do, affecting both their immediate and long-term prospects. In this study, a specific approach has been taken to understand and analyse the role that it plays in the garden power tool market. The study focused on design and marketing of garden power tools. Findings provided the foundations for the development of a generic design strategy framework appropriate to the garden power tool market.

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