

THE MODELLER'S STAND

Robert Terwilliger has recently taken early retirement after spending all his working life as a toolmaker with the same employer – Szyslak and Krustofski Toolmakers Ltd. A year before finishing work Robert spent some time designing and building a one-off gift for the company's most valued client, whose hobby was building model-boats.

The actual product consists of a number of multi-adjustable 'arms' that can be locked in place to support a model boat whilst it is under-construction. So adaptable is the stand that models from 10cm up to over 90cm can be held securely yet without the problem of damage being caused to even the most fragile models.

As the company's owners had no further interest in the 'modeller's stand', the owners agreed that when Robert left he could take with him the plans and patent for the stand (Robert has subsequently trademarked the term 'modeller's stand'). Still active, and with a large garage-workshop and tools, Robert has decided to make more of the stands and sell them commercially – he considers that five per month is easily within his capacity. His total manufacturing costs are £50 per unit, but this does not include his labour.

Robert has done some market research by visiting a local model boat club with a demonstration stand – and not only did he get a very positive response, but took two orders at £100 per unit. This has convinced Robert that there is a market and intends to start selling them online for £150 each, with the buyer being responsible for any shipping costs.

