

Duck Equipment Incorporated:

Protecting players one shot at a time

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Duck Equipment Incorporated (DEI) was founded to address the current shortcomings in lacrosse chest protector equipment. Current chest protectors do not adequately protect lacrosse athletes and DEI has developed a design that will provide sufficient protection to athletes, while still maintaining a high level of play. The new design provides a greater degree of safety and provides lacrosse players with all the tools necessary to play the sport.

Future Research:

Although DEI has set forth a preliminary design, a final, production design is needed that could immediately be used for deployment in the marketplace. This is contingent on the analytical abilities of specialists in this field who are familiar with the construction of a product that would indeed provide the necessary safety. These design analysts are trained in turning the specifications and generalities of the design presented into concrete dimensions and materials that reflect the life saving abilities of the design.

Another area that needs to be explored is the actual performance of the design. While simulating the results through the application of formulas is able to demonstrate improvements, it is difficult to substantiate these conclusions without actual test data from tests performed.

Finally, the last field of further research relates to the financial performance of each of the current manufacturers. Unlike publicly traded companies, these companies are not required to publish financial statements since they are private entities. This makes it difficult to assess the actual performance of each of these companies in terms of profitability and market share. A more detailed knowledge about their financial security would result in much greater rewards.