

Product Analysis

Alessi Cork screw



The Alessi corkscrew was designed by Alessandro Mendini who was born in 1931 and died in February 2019. He was an Italian architect and designer.



The people shaped corkscrews are designed to make laugh also the contrasted off a rough red surface and shiny surfaces makes the product have perceived value meaning it costs £30 each.

Its function is to open bottles off wine which it does with ease Also it has to look good whistle in the kitchen which it manages with ease. Also as its made off thermoplastic resin and chrome plated zamak its wont be damaged when it has to be washed.

It has smooth top so if a cork is hard to remove the user wont hurt there hand whilst pushing down on the top. Also dew to the materials use it can be easily put in the dishwasher with out braking.

The product is securely built and long lasting which it needs to be if it costs £30 to buy .If it does last this it will actually be good value for money

The thermoplastic resin used gives the product a high value finish as the rough surface create perceived value. Also the the scratch resistant chrome plate zamak meaning if the product is dropped on the floor it wont be damaged and it wont be scratched.

Its a batch production product as its an expensive product so only a small amount off people will buy such a product. However they are still sold all around the world. The product will only cost about £5 to make so the company are looking at large profits from this product.