The Denim Deal

Purpose of Project:

- Combine 3 areas of study with current technology:

History

Economics

Marketing

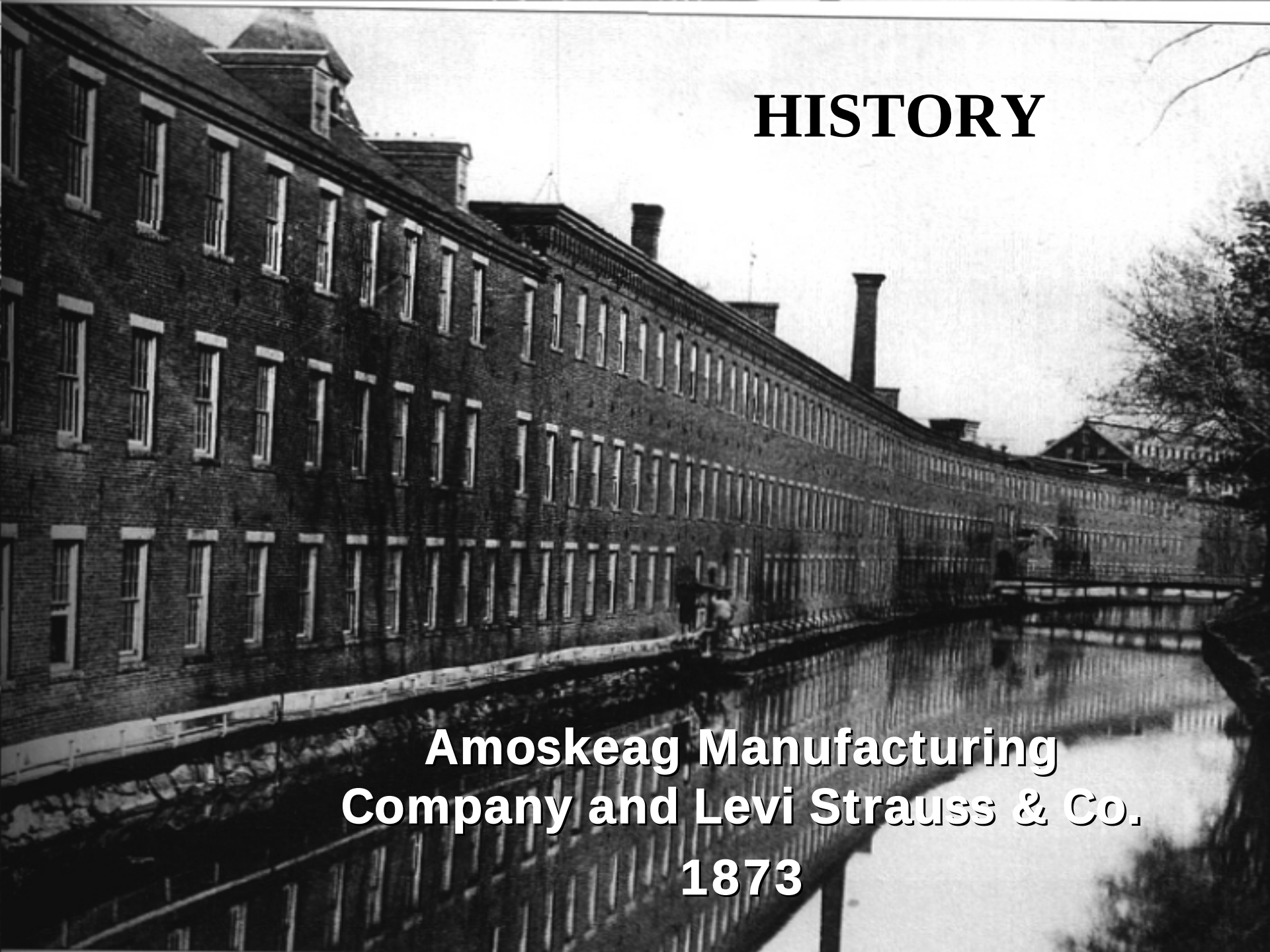
Part I

- Research historical and economic factors in Manchester in 1872 as they relate to factory production in the Amoskeag Manufacturing Company.

Part II

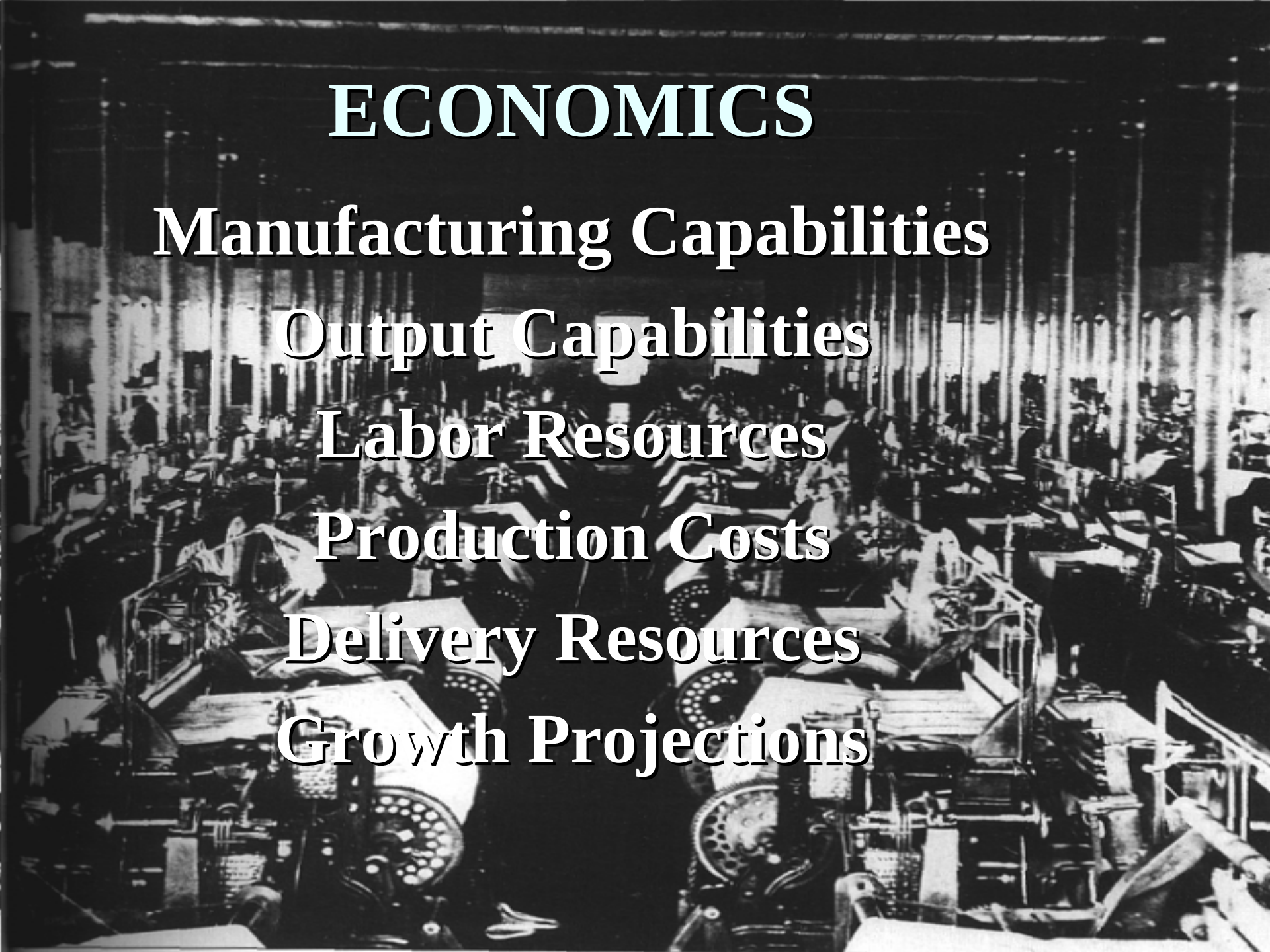
- Create marketing presentation to convince Levi Strauss & Co. to buy denim from the Amoskeag Mills.

HISTORY



Amoskeag Manufacturing Company and Levi Strauss & Co.

1873



ECONOMICS

Manufacturing Capabilities

Output Capabilities

Labor Resources

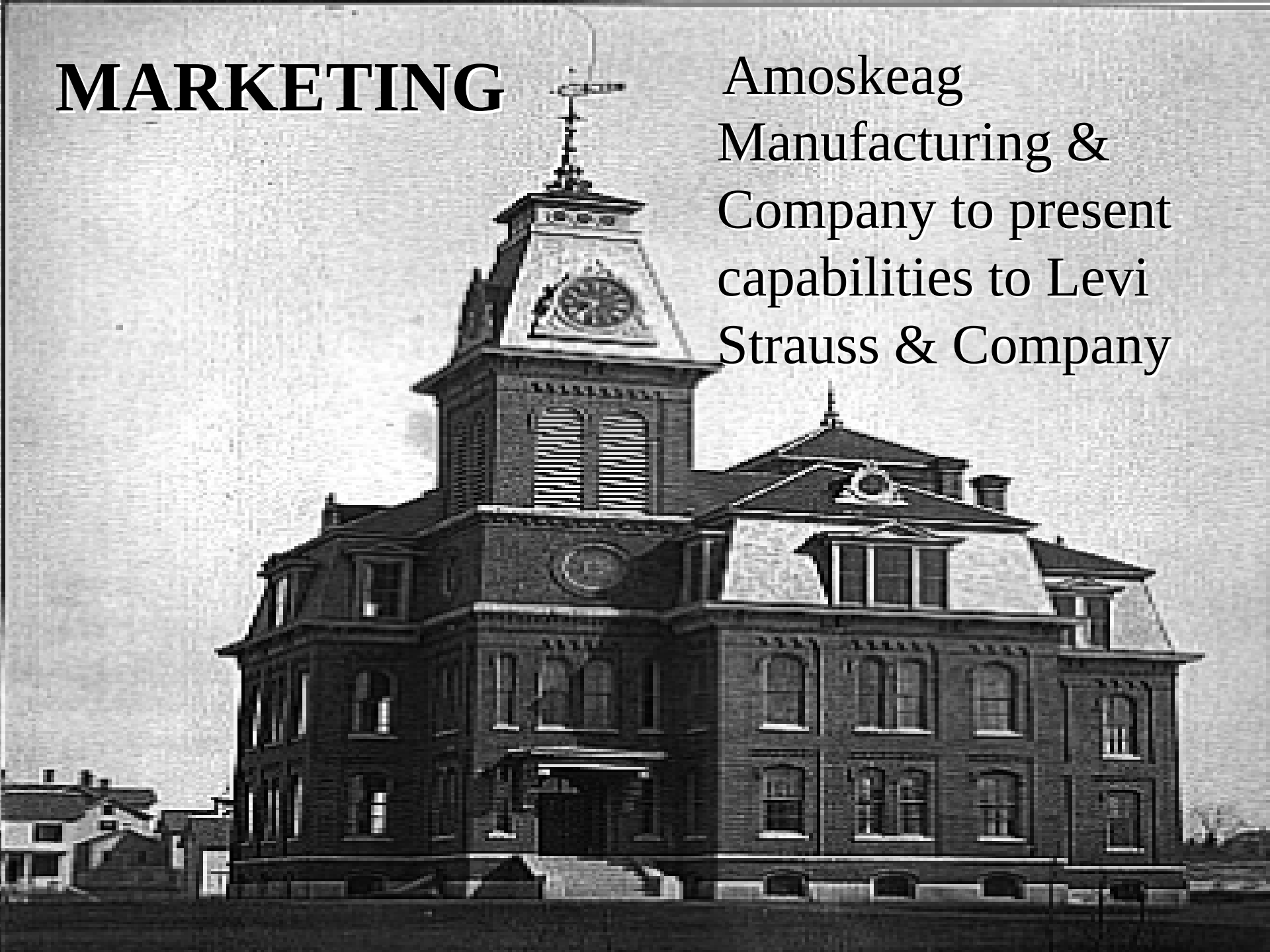
Production Costs

Delivery Resources

Growth Projections

MARKETING

Amoskeag Manufacturing & Company to present capabilities to Levi Strauss & Company



- Amoskeag Manufacturing Company
- Incorporated in 1831with a capitalization or $3,000,000
- Acquired rights to all waterpower and to 2500 acres of land on both sides of the Merrimack River
- Opened first mills in 1838

Manufacturing Capabilities

Mill #3 - POWERFULL

Powered By

3 water turbines

Producing

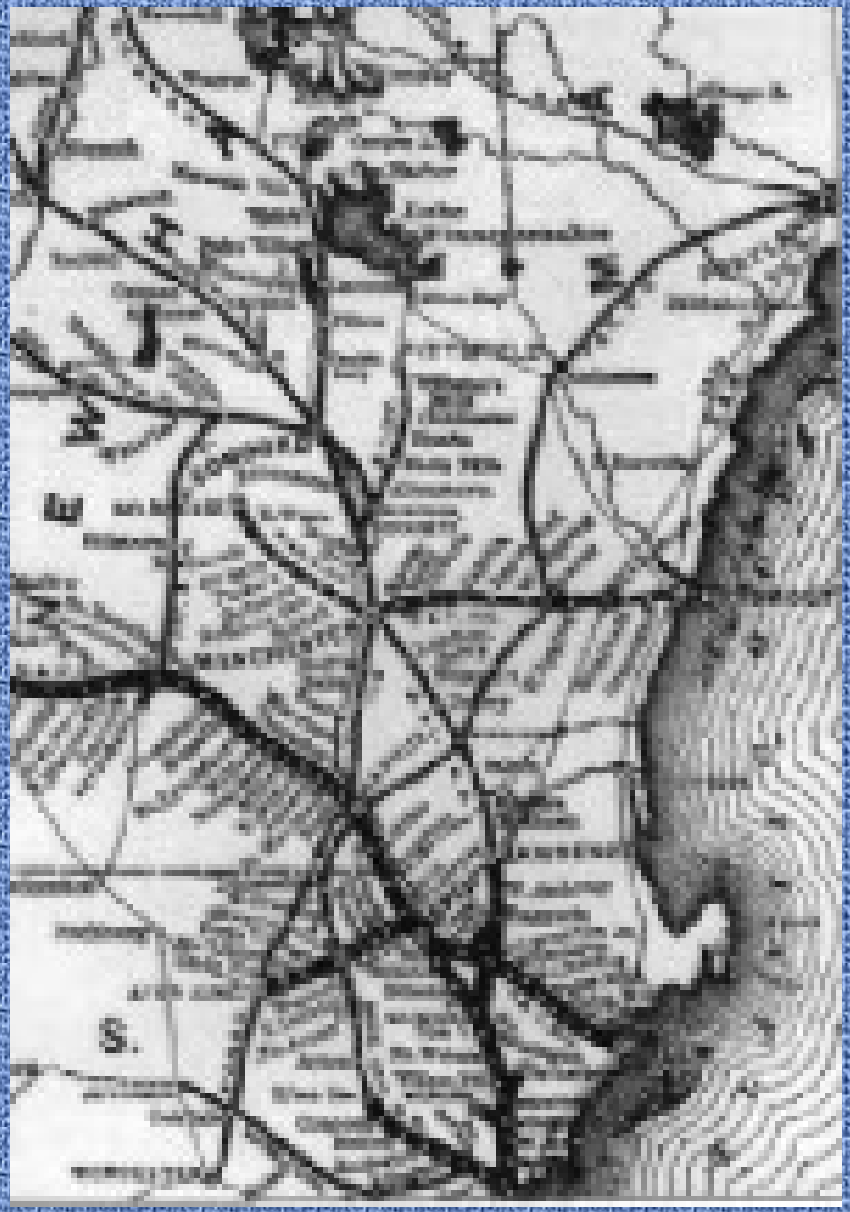
750 HorsePower!

The Dam that provides the Power!!!

Access to the World

Manchester connects to the Nation:

- **Concord Railroad Corporation chartered on June 27, 1835**
- **Nashua to Concord line completed in September 1842**
- **over 800 miles of track in state**
- **connections to Boston & Lowell**
- **Grand Trunk System**
- **the Transcontinental System**



EXTRA! EXTRA!
READ ALL ABOUT IT:

Amoskeag Manufacturing Company chosen as supplier of denim for Levi Strauss & Company!

Denim Deal Team Members:

- Robert Fuller
- Stanley Jodziewicz
- Robert Lord
- Carlene Rose
- Taryn Zuccala