



## NewRobotics Ltd.

The NewRobotics Ltd. produces and sells IT-based flight objects for private and commercial purposes. The company was founded in 2019 and ever since started producing the small remote-controlled drone called „quadcopter“.

The production site and the warehouse of the NewRobotics Ltd. are based in Cologne, this is where all the goods are produced. The NewRobotics Ltd. currently has 30 employees.

The production of the quadcopter is executed with 3D printing. The products are sold with the help of a flagship store in Cologne as well as different retailers and online distributors throughout Europe. The price for a standardized quadcopter currently is 79,90 Euro. NewRobotics Ltd. has implemented the ERP System SAP, in which the production process of the quadcopter is integrated.

So far the quadcopter has only been produced in a blue colour. Even though the first two business years have been very successful for the NewRobotics Ltd., the competition in the market for IT-based flight objects has increased a lot. Reacting to this development and acknowledging the current trend of increased demand for individualized products, the company has set the goal for 2021 to increase their product portfolio by offering the quadcopter in different colours as well as with individualized imprints.

You are receiving the following order and are instructed with taking care of it. Mr. Hübbe and Mr. Klusmann, both working for the production department, as well as the SAP expert Mr. Salomon and Mr. Kónya, who is working in the sales department, are detached to help you.



*NewRobotics Ltd.  
Eumeniusstraße 4  
50679 Cologne*

**Rainer Schumacher  
Project Future AG  
Dillenburger Straße 25  
51105 Cologne**

24/08/2021

**Order of 20 individualized quadcopters**

Dear ladies and gentlemen,

I would like to order individualized quadcopters. Each quadcopter should have the name of our current project imprinted.

quantity: 20  
imprint: INTENT 4.0  
colours: 10x yellow / 10x red

We need the quadcopters until September 21th, 2021.

I am looking forward to hearing from you.

Best regards,

Rainer Schumacher



This work is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-sa/4.0/).

This project has been funded with support from the European Commission.  
This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.