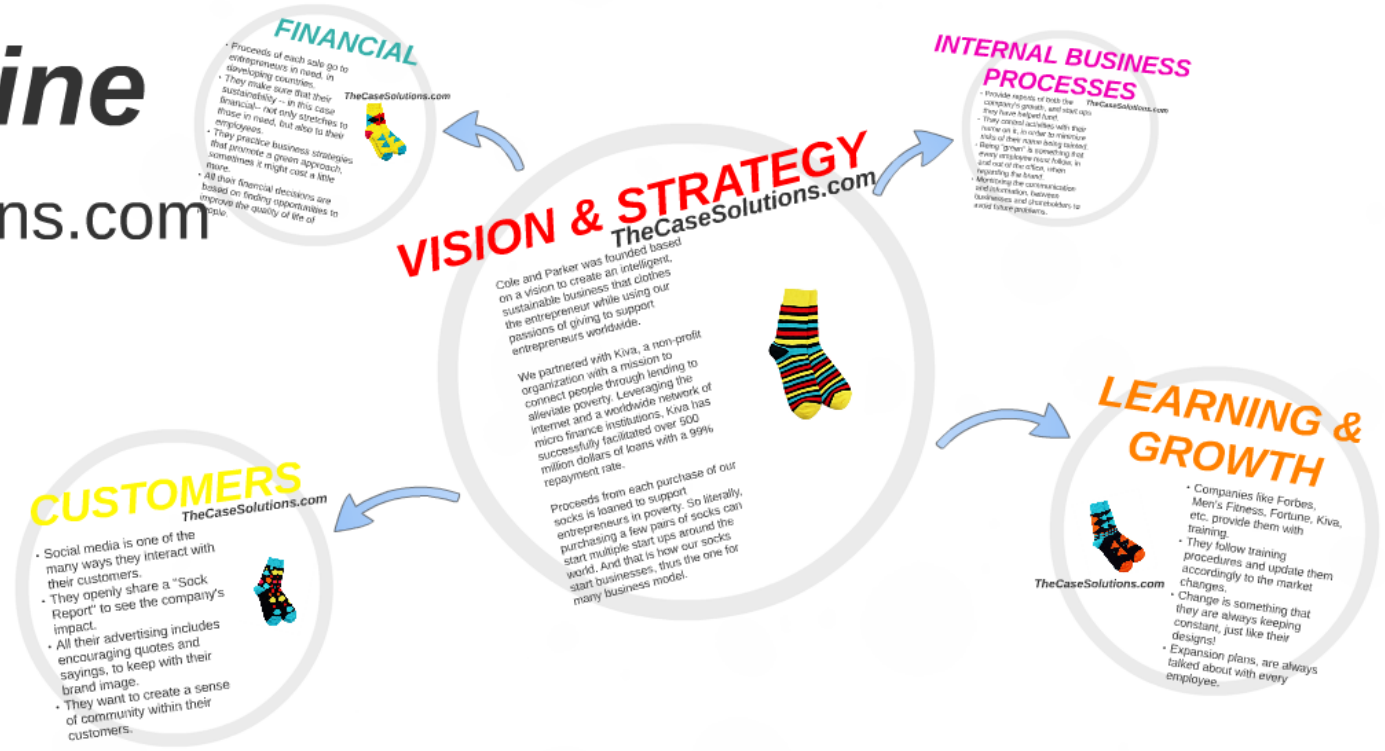


# Parker & Pine

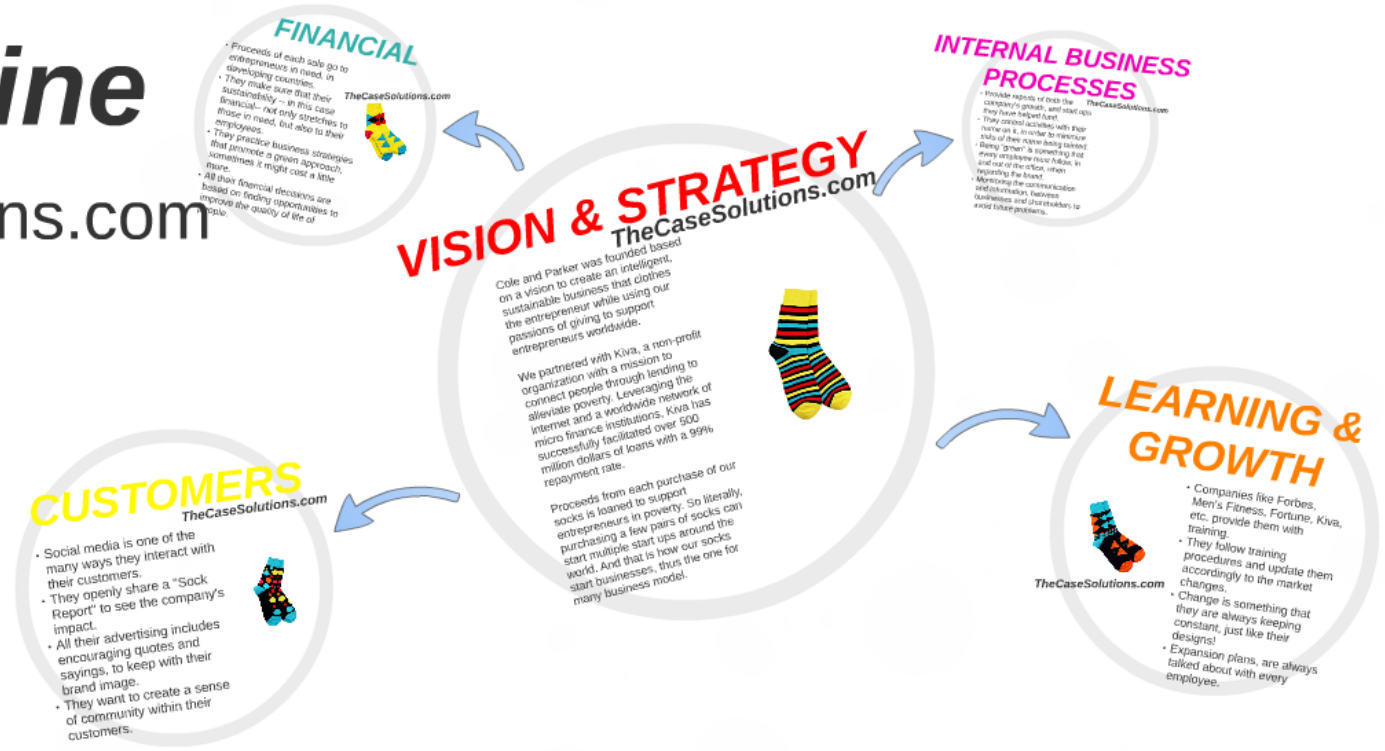
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Socks for leaders, legends + entrepreneurs

# Parker & Pine

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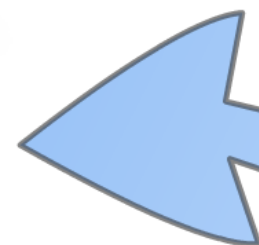


Socks for leaders, legends + entrepreneurs

# FINANCIAL

- Proceeds of each sale go to entrepreneurs in need, in developing countries.
- They make sure that their sustainability -- in this case financial-- not only stretches to those in need, but also to their employees.
- They practice business strategies that promote a green approach, sometimes it might cost a little more.
- All their financial decisions are based on finding opportunities to improve the quality of life of people.

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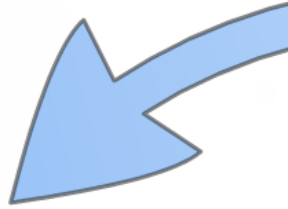
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# CUSTOMERS

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- Social media is one of the many ways they interact with their customers.
- They openly share a "Sock Report" to see the company's impact.
- All their advertising includes encouraging quotes and sayings, to keep with their brand image.
- They want to create a sense of community within their customers.





# VISION & STRATEGY

## TheCaseSolutions.com

Cole and Parker was founded based on a vision to create an intelligent, sustainable business that clothes the entrepreneur while using our passions of giving to support entrepreneurs worldwide.

We partnered with Kiva, a non-profit organization with a mission to connect people through lending to alleviate poverty. Leveraging the internet and a worldwide network of micro finance institutions, Kiva has successfully facilitated over 500 million dollars of loans with a 99% repayment rate.

Proceeds from each purchase of our socks is loaned to support entrepreneurs in poverty, purchasing a few pairs of socks can start multiple start ups around the world. And that is how our socks start businesses, thus the one for many business model.



- They control a name on it, in risks of their n
- Being "green" every employe and out of the b regarding the b
- Monitoring the and information businesses and avoid future prof

# INTERNAL BUSINESS PROCESSES

- Provide reports of both the company's growth, and start ups they have helped fund.
- They control activities with their name on it, in order to minimize risks of their name being tainted.
- Being "green" is something that every employee must follow, in and out of the office, when regarding the brand.
- Monitoring the communication and information, between businesses and shareholders to avoid future problems.

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# LEARNING & GROWTH



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- Companies like Forbes, Men's Fitness, Fortune, Kiva, etc. provide them with training.
- They follow training procedures and update them accordingly to the market changes.
- Change is something that they are always keeping constant, just like their designs!
- Expansion plans, are always talked about with every employee.

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SOLUTIONS





# VISION & STRATEGY

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