

# Stag International: Strategic Dilemmas of a Growing Family Owned Indian Business

Thecasesolutions.com

GROOMING THE CHAMPIONS

**STAG** Largest Imp  
DISTRIBUTION Worldclass Fitn

Formed in 2010, STAG Distribution is an International Brands for the Indian market. We provide High Quality Items from 100+ Brands across the globe. We plan to bring 50 world-class brands to India. STAG, Fitness and Performance for Distribution's market.



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- Formed in 1922 – **STAG** is India's leading manufacturer, supplier and exporter of Sports Goods and Equipment.
- Serving more than 190 **countries**, STAG **sponsors - 43 International Countries** apart from the Indian Team.
- It is the only Indian company to be approved by the **International Table Tennis Federation (ITTF)**.
- STAG has fully Integrated 200,000 sq feet manufacturing unit **covering 16 sports Categories**.
- We, at STAG, believe that "**We don't sell products, we sell Satisfaction**"

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## OUR MISSION

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We aim to provide World class sports and fitness equipment to the masses of the country which will help India to make a mark at Global level.



## BRAND AMBASSADORS

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Peter Karlsson, Five Times World Table Tennis Champion and European Champion



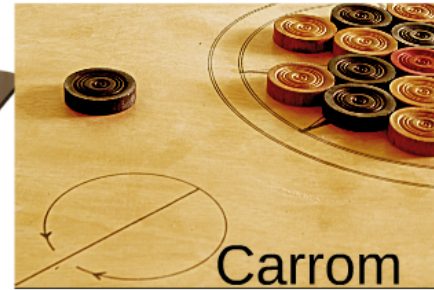
Kamlesh Mehta, 8 Times National Champion & Arjuna Awardee

# Sports we deal in...

[Thecasesolutions.com](http://Thecasesolutions.com)



Table Tennis



Carrom



Hockey



Basketball

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Football



Badminton



Volleyball

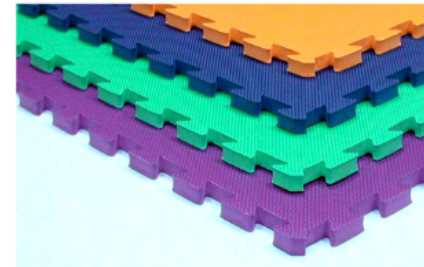


Gymnastics

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Flooring



Sports Mats



Athletics



Miscellaneous



Recently, **STAG** in NEWS

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STAG hosted World Veteran Table Tennis Championship at Auckland along with Swaythling club International and Table Tennis New Zealand.