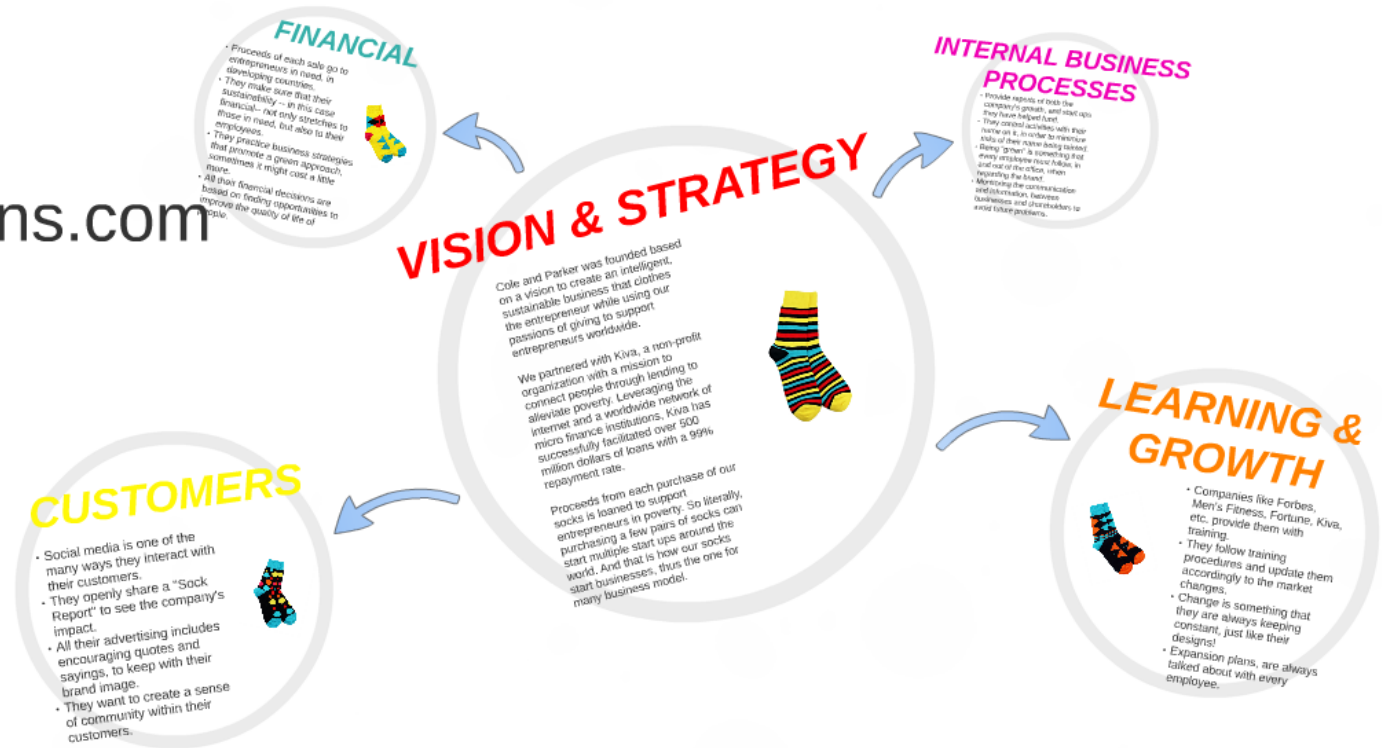


Cole and Parker “Socks that Start Businesses”

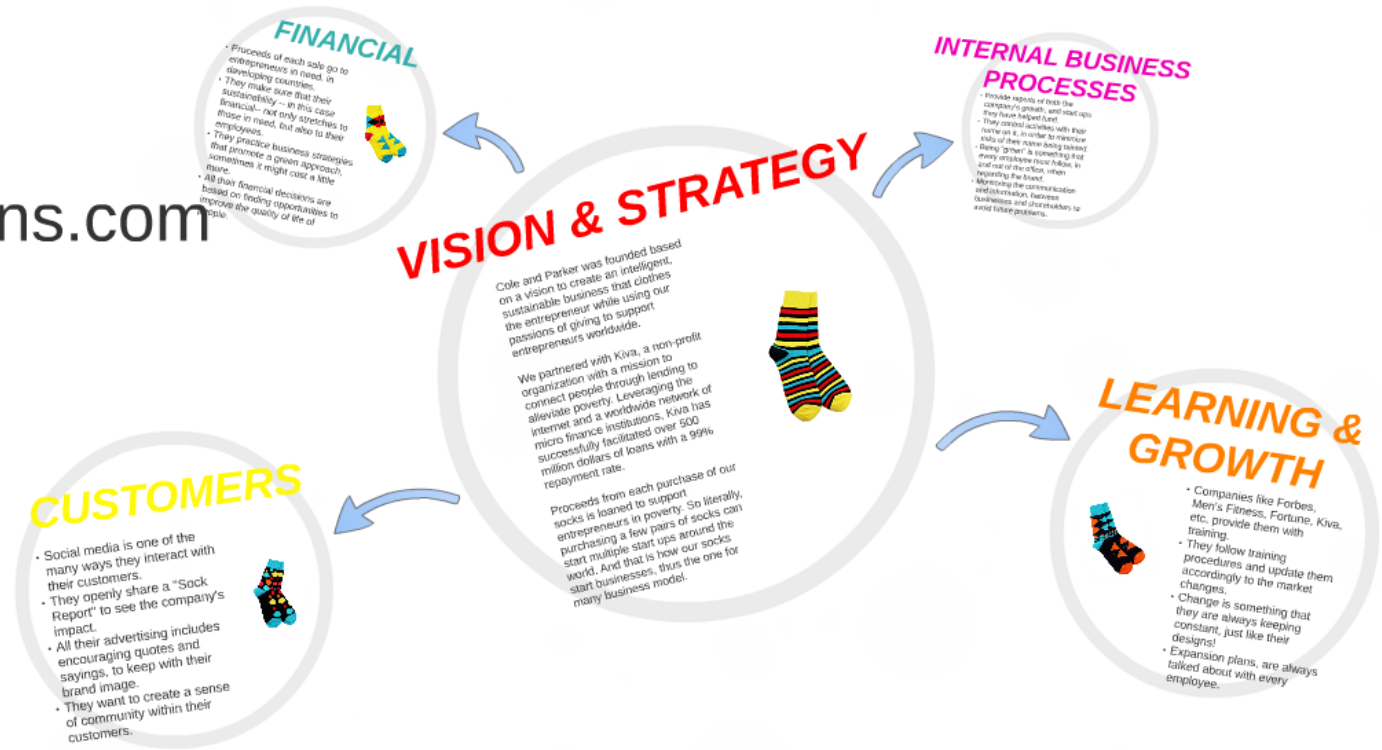
TheCaseSolutions.com



Socks for leaders, legends + entrepreneurs

Cole and Parker “Socks that Start Businesses”

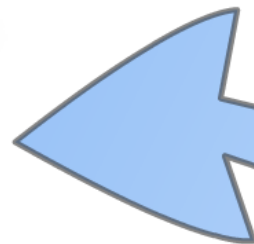
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FINANCIAL

- 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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CUSTOMERS

- 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.

