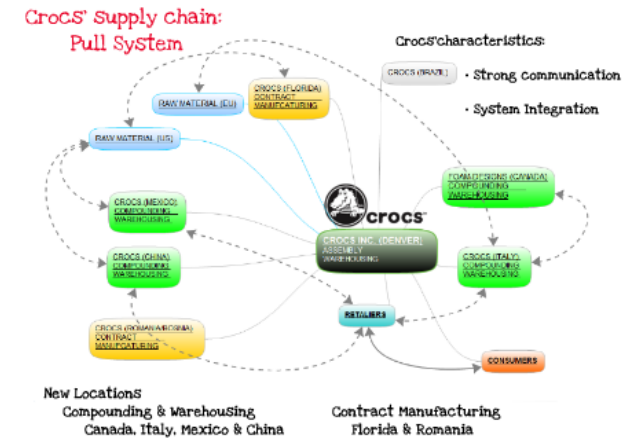
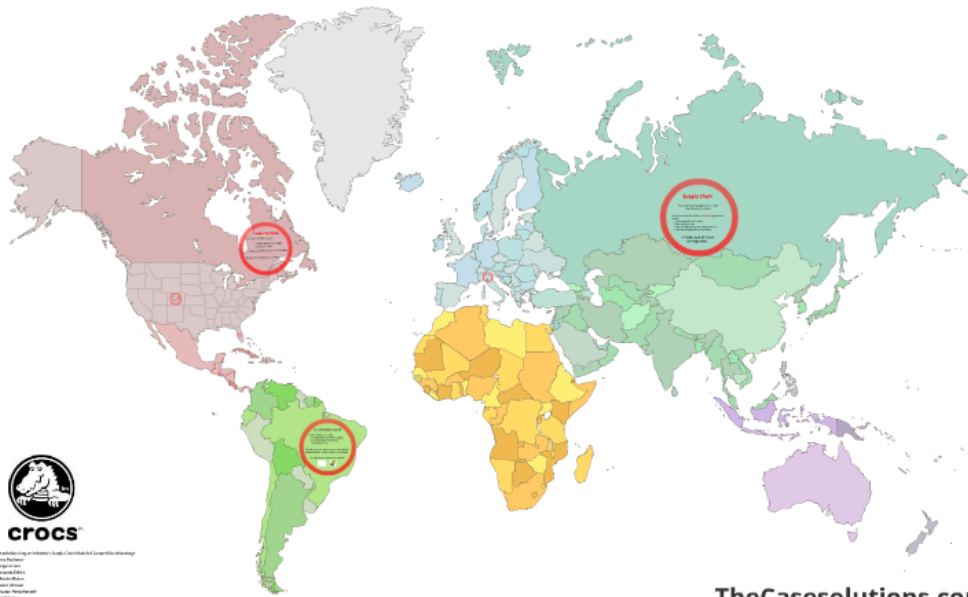
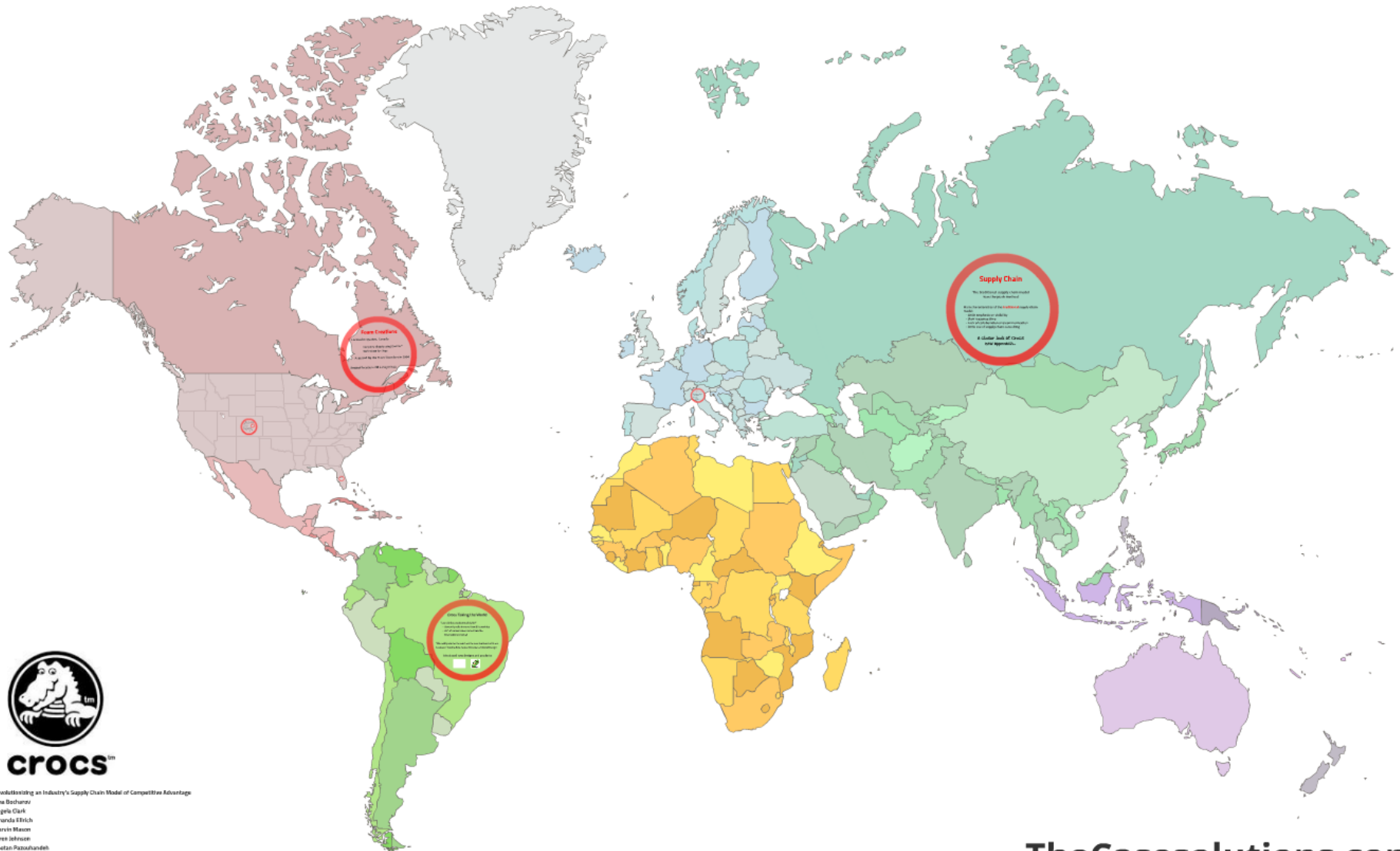


Crocs (A): Revolutionizing An Industry's Supply Chain Model For Competitive Advantage



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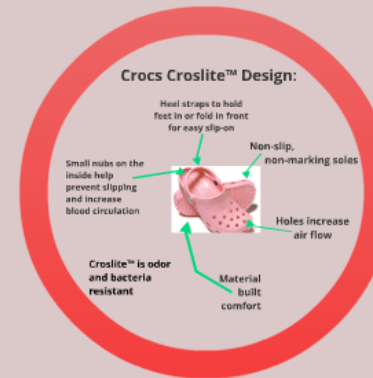


Revolutionizing an Industry's Supply Chain Model of Competitive Advantage
 Insa Bachauer
 Angela Clark
 Amanda Ehrlich
 Marco Hesse
 Loren Johnson
 Heelan Panoukandeh
 Cynthia Rose

Colorado Headquarters

Founders:

Lyndon "Duke" Hanson
Scott Seamans
George Boedecker Jr.



Crocs hit shelves in 2004

**High demand by medical professionals, athletes,
restaurant employees, gardeners and children**

**Original location of warehouse for all
finished products**

Crocs Croslite™ Design:

Heel straps to hold feet in or fold in front for easy slip-on

Non-slip, non-marking soles

Small nubs on the inside help prevent slipping and increase blood circulation



Holes increase air flow

Croslite™ is odor and bacteria resistant

Material built comfort

A stylized map of North America is shown in a light brown color. A large, thick red circle is drawn over the map, centered on the province of Quebec, Canada. The text is placed within this red circle.

Foam Creations

Located in Quebec, Canada

Company already using Croslite™
technology for clogs

Acquired by the Crocs' founders in 2004

Original location still a major hub