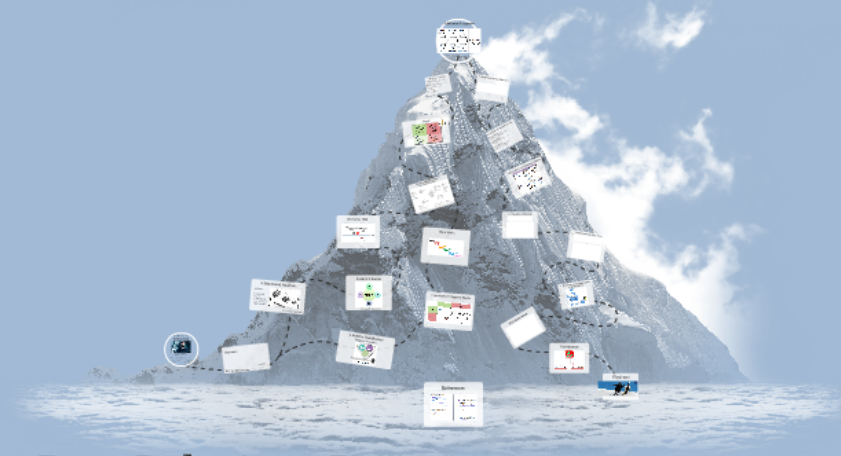
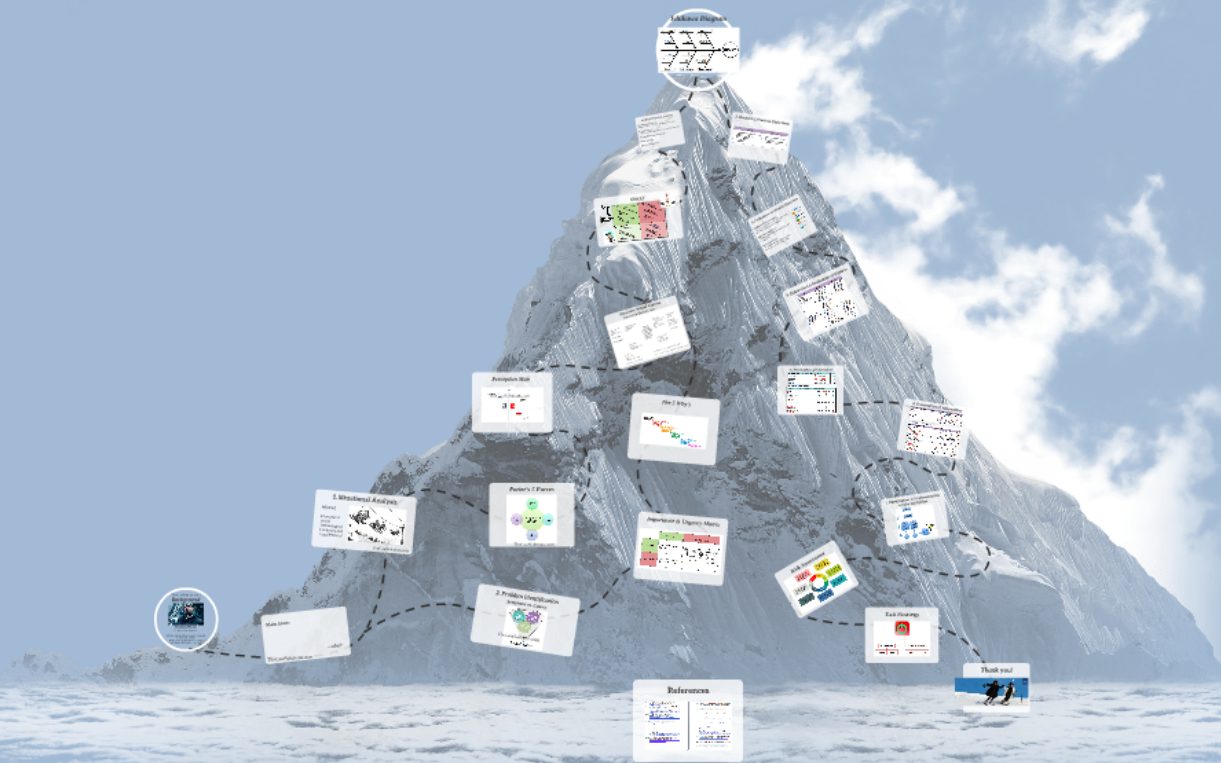


Polar Sports, Inc.



TheCaseSolution.Com

Polar Sports, Inc.



TheCaseSolution.Com

TheCaseSolutions.com
Background



Richard Weir

Professional snowboarder

Skiwear manufacturing company - Colorado

Established in 1992

Unique, high-quality design and style

Operations mainly from Aug. - Jan.

Main issue:



...why?

TheCaseSolutions.com

1. Situational Analysis

PESTEL

Economical

Social

Technological

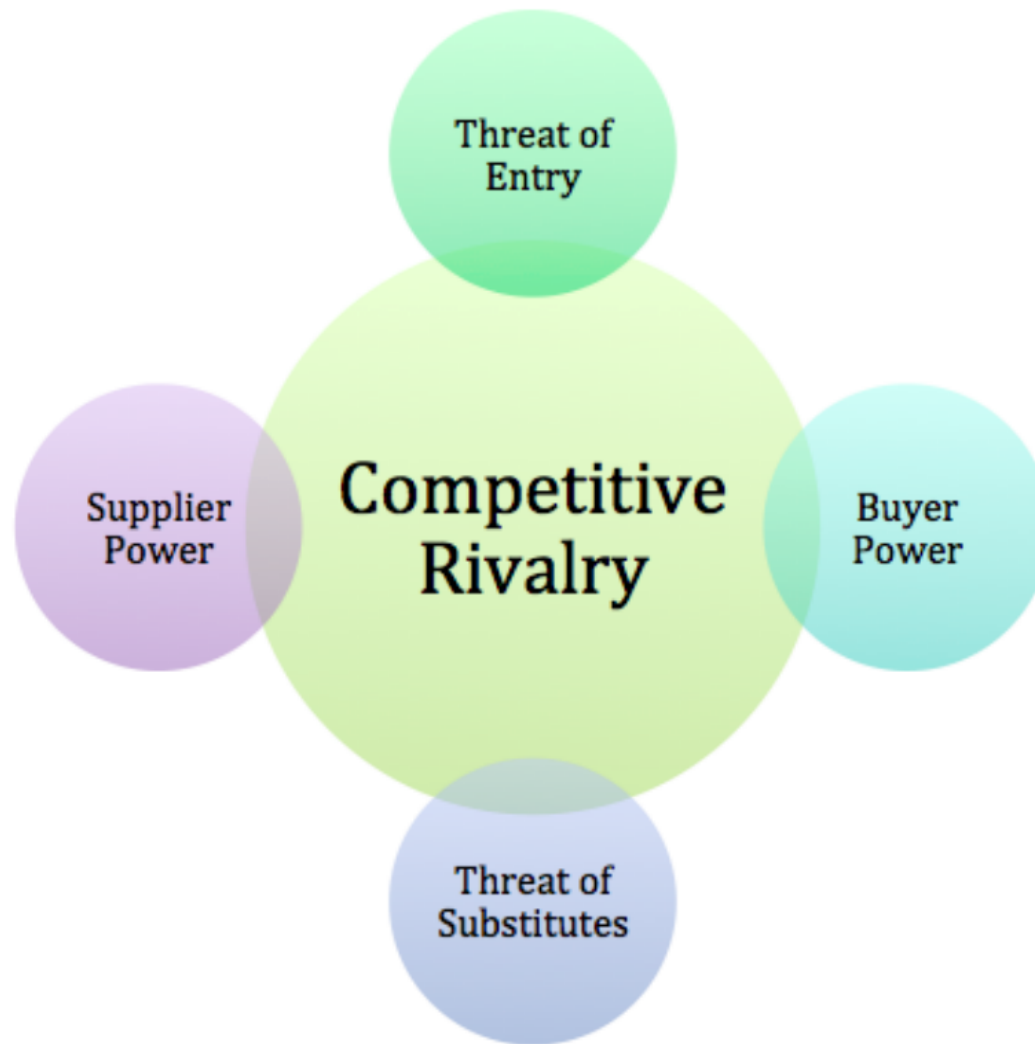
Environmental

Legal/Political

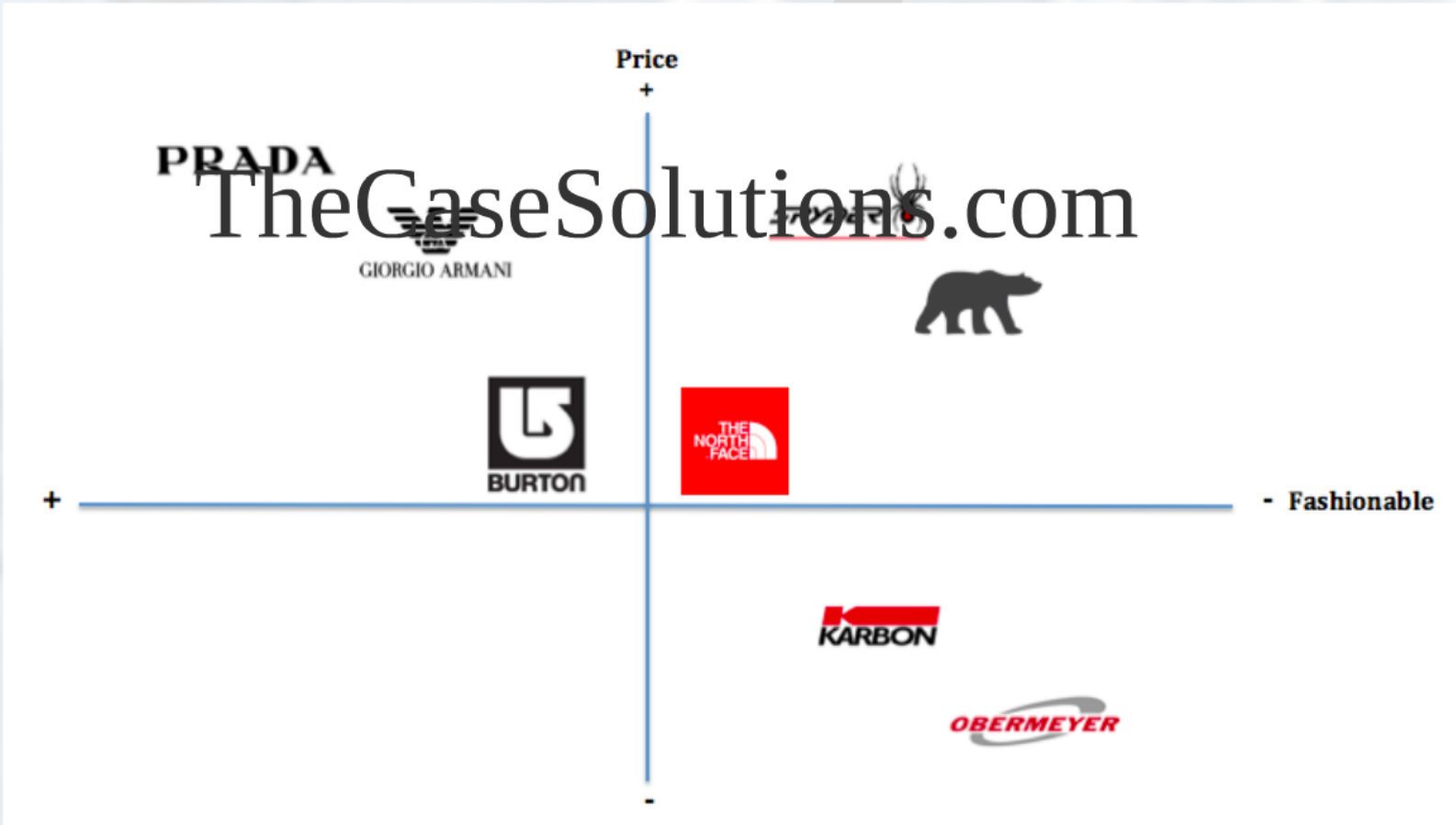


TheCaseSolutions.com

Porter's 5 Forces











Perception Map



Business Model Canvas

TheCaseSolutions.com

<p>Key Partners </p> <p>Raw material suppliers (special fabric)</p> <p>Wholesalers</p> <p>SIA Exhibition</p>	<p>Key Activities </p> <p>Manufacturing & selling winter clothing</p>	<p>Value Proposition </p> <p>"Offering technical & fashionable ski-wear with high-tech temperature fabrics."</p>	<p>Customer Relationships </p> <p>Wholesalers:</p> <ul style="list-style-type: none"> - Personal assistance - Co-creation and feedback <p>Direct customers:</p> <ul style="list-style-type: none"> - Automated online service 	<p>Customer Segments </p> <p>Professional athletes</p> <p>Amateurs/leisure winter enthusiasts</p> <p>Wholesalers</p>
<p>Key Resources </p> <ul style="list-style-type: none"> - Distribution channels - Technology & design - Skilled labor 	<p>Channels </p> <ul style="list-style-type: none"> - Wholesales (70%) - Catalog - Online direct sales - SIA Exhibition 			
<p>Cost Structure</p> <p>Mixed costs</p> <ul style="list-style-type: none"> - Raw materials - Labor - Machines/ maintenance <p>Value driven, not cost driven</p>		<p>Revenue Streams </p> <p>Wholesalers: volume dependent/ negotiation</p> <p>Direct customers: list price/ product-feature dependent</p>		

2. Problem Identification

Symptoms vs. Causes

