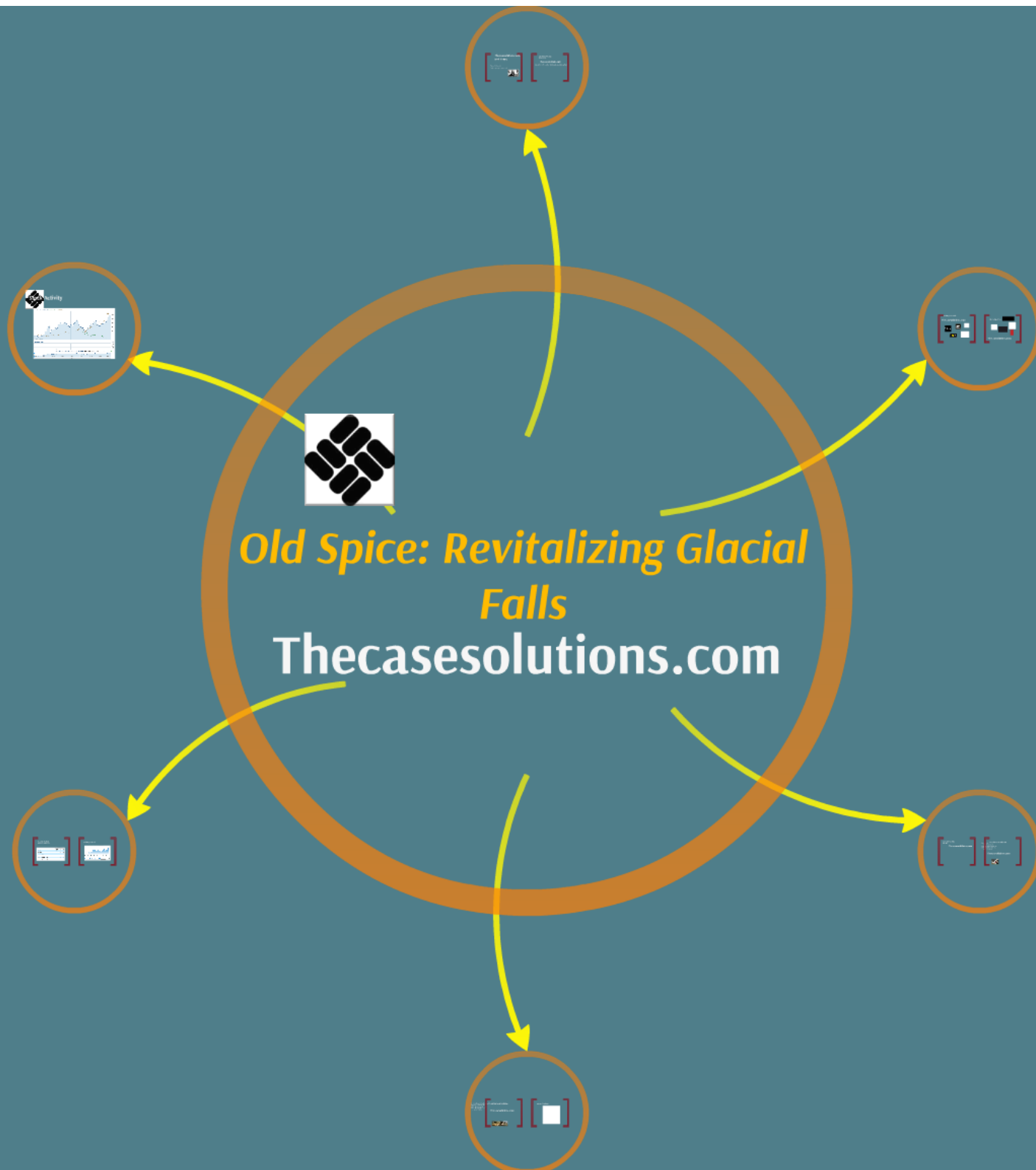






Old Spice: Revitalizing Glacial Falls

Thecasesolutions.com



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Brief History

1938 Columbia Hat Company

1964 Columbia Sportswear Company formed





Columbia's Mission Statement

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"Design and deliver authentic, outdoor, high-value products for consumers of all ages"



Columbia Brands

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The Competitors

JUST DO IT.



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External Analysis

PESTEL

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Key Threats to Industry

High
Threat of new entrants
Increasing power of Suppliers
Increasing power of buyers
Threat of substitutes



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Key Threats to Columbia

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