



Sugar & Spice Desserts:
Strategic Position Defensibility
Thecasesolutions.com





Thecasesolutions.com

Brief History

1938 Columbia Hat Company

1964 Columbia Sportswear Company formed





Columbia's Mission Statement

Thecasesolutions.com

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



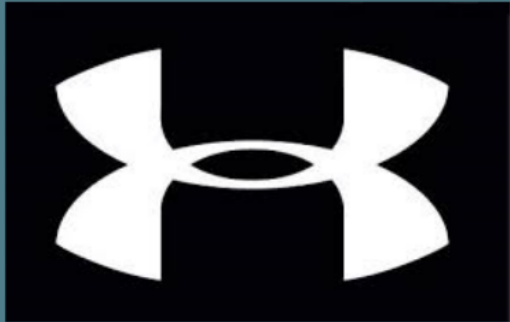
Columbia Brands

Thecasesolutions.com





The Competitors



Thecasesolutions.com



External Analysis

Thecasesolutions.com





Key Threats to Industry

High threat of new entrants
gaining power of Suppliers
gaining power of buyers
High threat of substitutes



Thecasesolutions.com



e, North
5
ers
s



Key Threats to Columbia

Thecasesolutions.com

