





Sport Obermeyer Ltd. Harvard Case Solution & Analysis

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Attributes of Sport Obermeyer and its Industry

Company Facts and History

- Founder - Klaus Obermeyer
- Established - 1985
- Family run business
- Great example of the american dream



Sport Obermeyer Products

Produce

- Ski Parkas
- Vests
- Ski suits
- Shells
- Ski Pants
- Sweaters
- Turtle Necks
- Accessories

Produces multiple SKUs for for

- Ages
- Colors
- Sizes
- Offers collections for multiple product buyers

Aspect of the Fashion Industry

- Like most companies in fashion the managers take a "Fashion Gamble" (1) in ordering materials and production amounts each year.
- "In accordance with his philosophy, Klaus [company founder] believed that the ski wear industry should be left to people who were "comfortable with an uncertain bottom line" (4)



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- Klaus had a style of forecast based on his extensive industry experience
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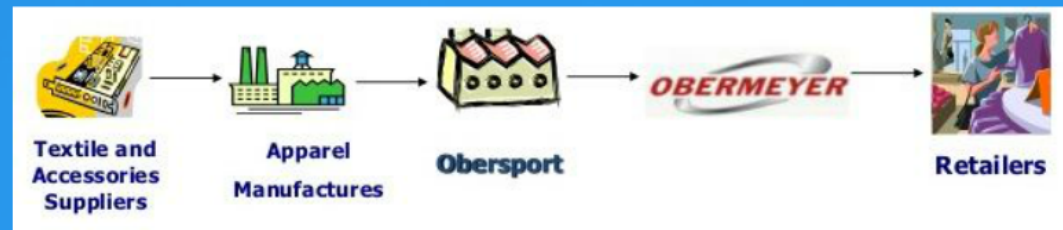
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Supply Chain

Strong relationships in the supply chain
Partnered with Obersport
Long lead times between order and
Delivery



Forecast Strategies

- Based on industry experience
- Anticipated Fashion trends
- Use of models and Buying Committee