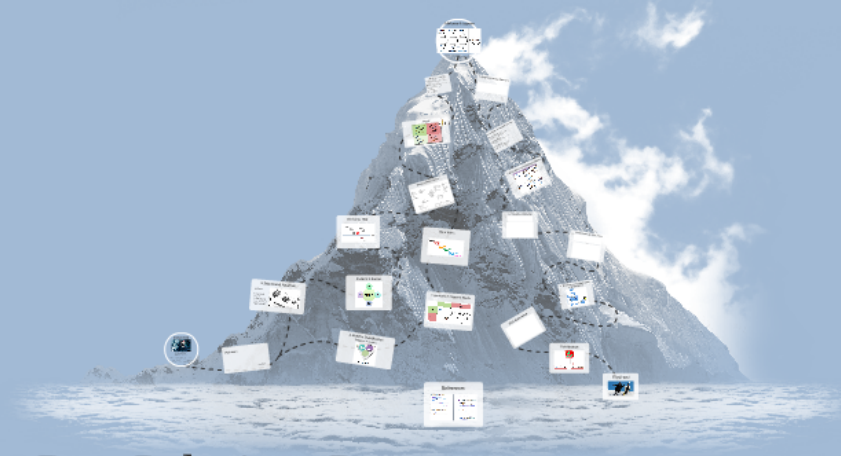


# Polar Sports, Inc.

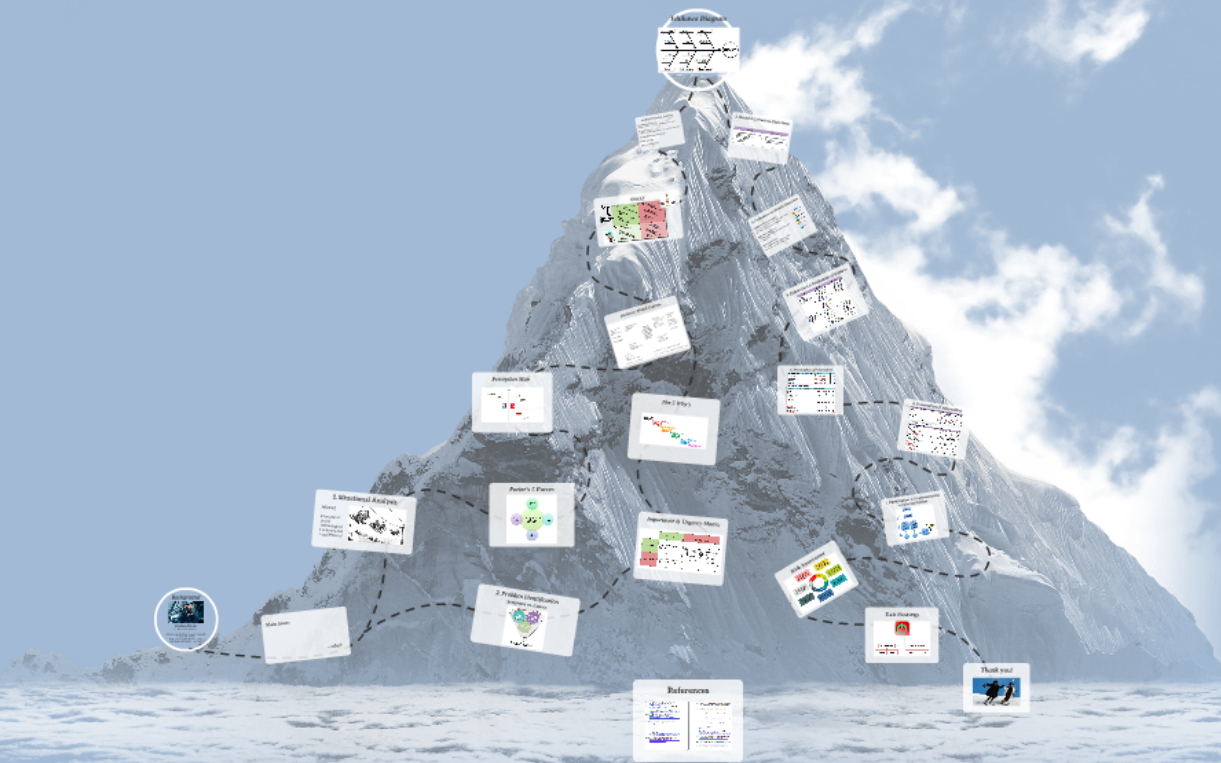
Funding, Finance & Risk Management - Group 2



TheCaseSolution.Com

# Polar Sports, Inc.

Funding, Finance & Risk Management - Group 2



TheCaseSolution.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?**

# 1. Situational Analysis

## *PESTEL*

Economical

Social

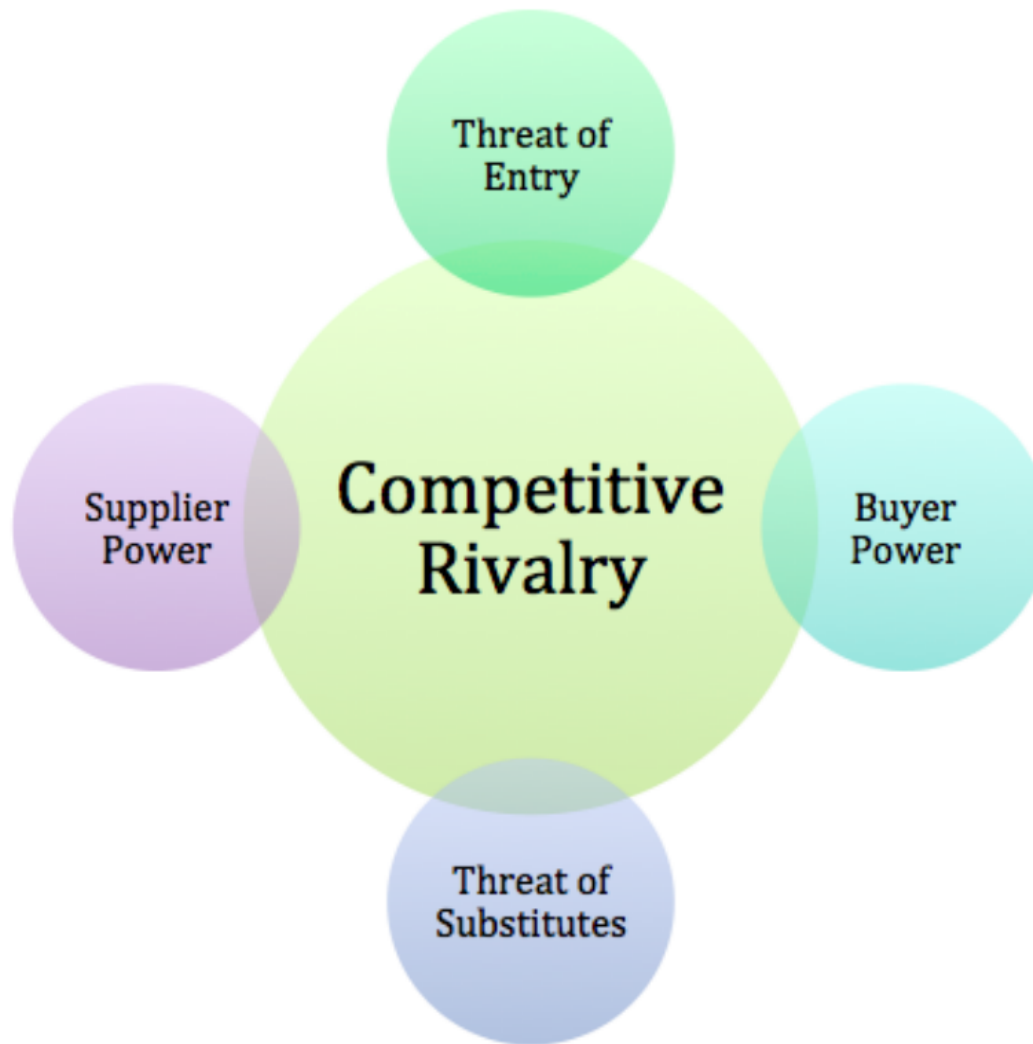
Technological

Environmental

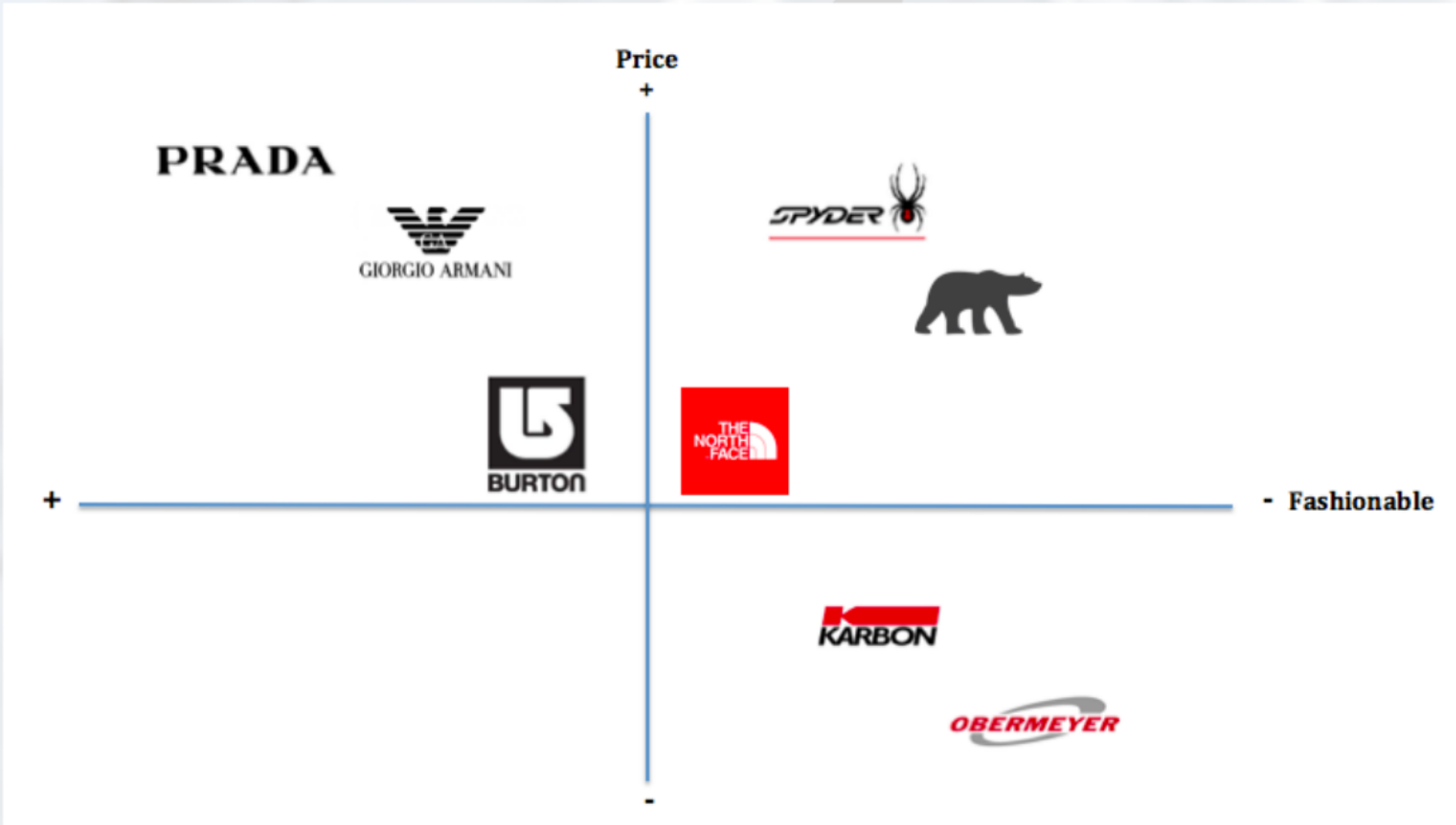
Legal/Political











# *Porter's 5 Forces*



# Perception Map



# Business Model Canvas

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