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
Main issue:

...why?
1. Situational Analysis

*PESTEL*

Economical
Social
Technological
Environmental
Legal/Political
Porter's 5 Forces

Competitive Rivalry

- Threat of Entry
- Supplier Power
- Threat of Substitutes
- Buyer Power
Perception Map
# Business Model Canvas

<table>
<thead>
<tr>
<th><strong>Key Partners</strong></th>
<th><strong>Key Activities</strong></th>
<th><strong>Value Proposition</strong></th>
<th><strong>Customer Relationships</strong></th>
<th><strong>Customer Segments</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Raw material suppliers (special fabric)</td>
<td>Manufacturing &amp; selling winter clothing</td>
<td>&quot;Offering technical &amp; fashionable ski-wear with high-tech temperature fabrics.&quot;</td>
<td>Wholesalers: - Personal assistance - Co-creation and feedback Direct customers: - Automated online service</td>
<td>Professional athletes Amateurs/leisure winter enthusiasts</td>
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<tr>
<td>Wholesalers</td>
<td>SIA Exhibition</td>
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<td>Wholesalers</td>
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<th><strong>Key Resources</strong></th>
<th><strong>Channels</strong></th>
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<tbody>
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<td>- Distribution channels - Technology &amp; design - Skilled labor</td>
<td>- Wholesales (70%) - Catalog - Online direct sales - SIA Exhibition</td>
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<th><strong>Cost Structure</strong></th>
<th><strong>Revenue Streams</strong></th>
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<td>Mixed costs - Raw materials - Labor - Machines/ maintenance</td>
<td>Wholesalers: volume dependent/ negotiation</td>
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<td>Value driven, not cost driven</td>
<td>Direct customers: list price/ product-feature dependent</td>
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