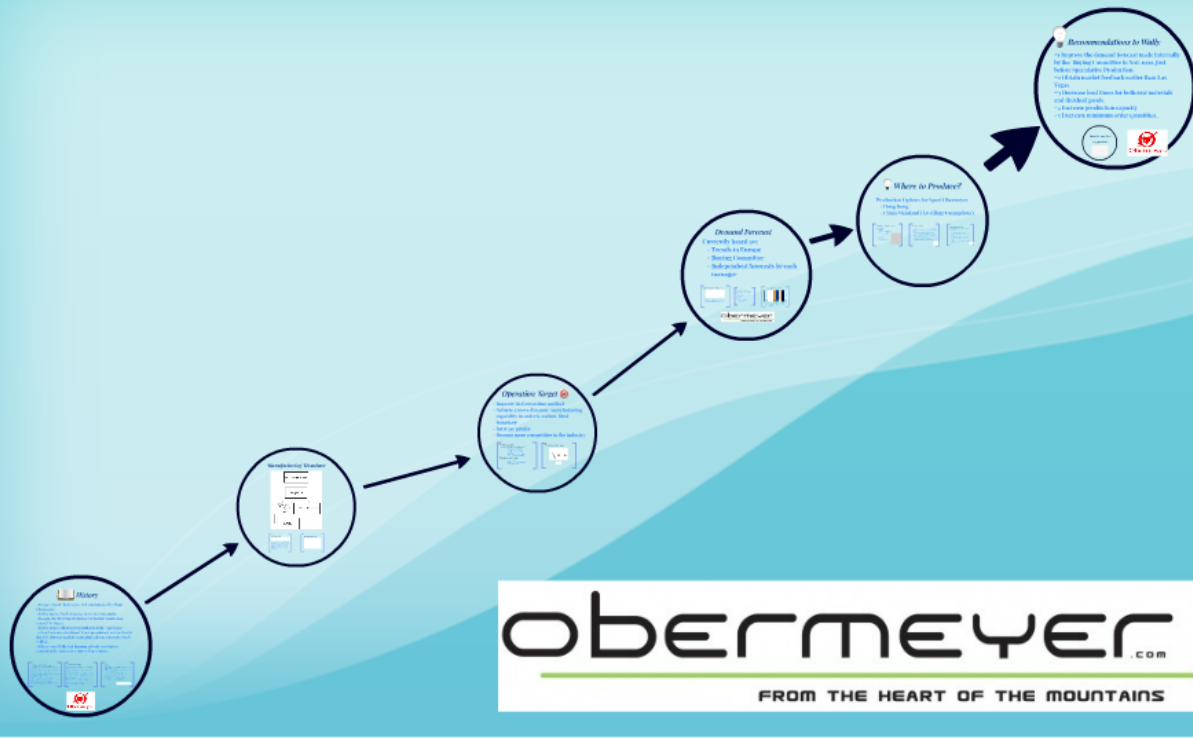




# Sport Obermeyer, Ltd.

Operation Management  
63.671



- *Group\_6*
- *Brain*
- *Lin*
- *Wenlei*
- *Yao*
- *Yunxi*
- *Yuan*

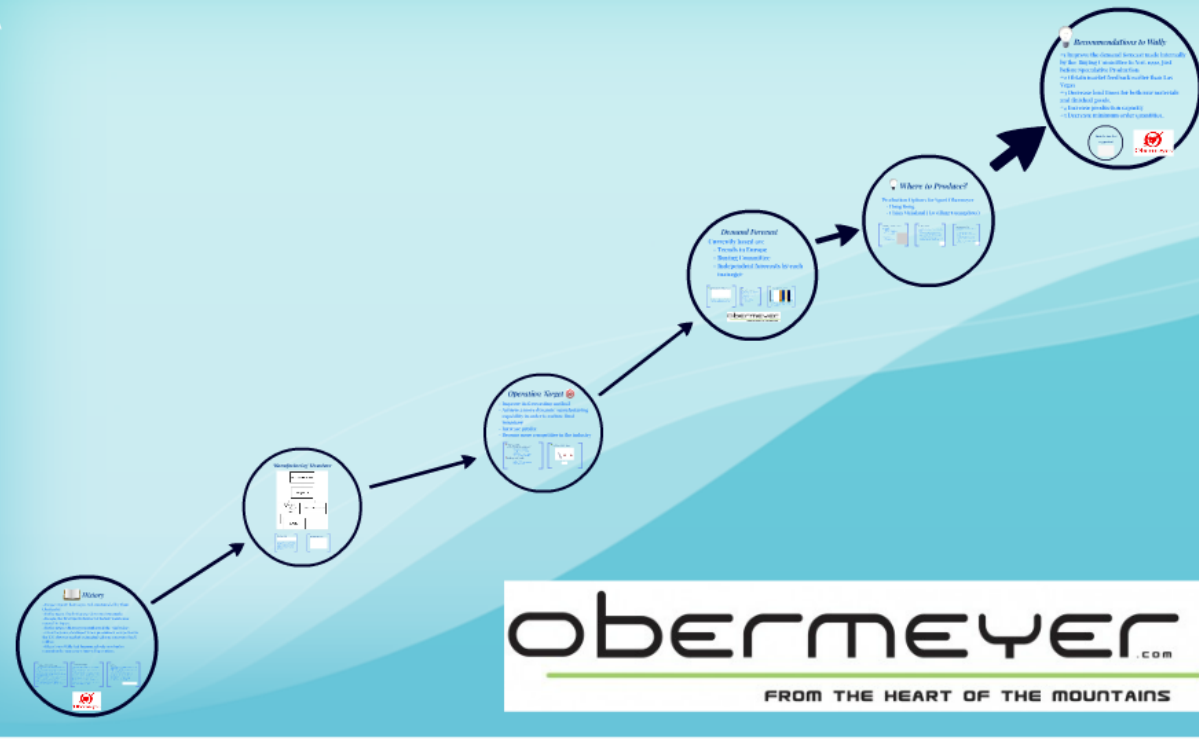
2014 Spring

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## History

- In 1947, Sport Obermeyer, Ltd. was founded by Klaus Obermeyer
- In the 1950s, the first goose-down vest was made;
- In 1961, the first Sport Obermeyer factory warehouse opened in Aspen.
- In the 1980s, Obermeyer popularized the “ski brake”.
- Over the years, developed into a preeminent competitor in the U.S. skiwear market: estimated sales in 1992 were \$32.8 million.
- Klaus’s son Wally had become actively involved in managing the company’s internal operations.

### Background: Sport Obermeyer

- A high-end fashion skiwear design and manufacturing company located in Aspen, Colorado.
- Offers a broad line of fashion ski apparel, including parkas, vests, ski suits and so on.
- Parkas are the most critical design component of a collection.
- Five different genders: men’s, women’s, boys’, girls’, and preschoolers’.
- The company segments each “gender” market according to price, type of skier, and how “fashion-forward” the market was.
- Within each “gender”, numerous styles are offered, each in several colors and a range of sizes.
- It sells the products through department stores and ski shops.
- 47% share of the children’s skiwear market, only 17% share of the adult skiwear market.
- The main competitors were Columbia Sport, The North Face.
- It has a global supply network; however, most of its products are outsourced through the operations in Hong Kong and China by its partner, Obersport.

### Background: Obersport

- Established by Klaus Obermeyer and Raymond Tse in 1985.
- It is a joint venture between Sport Obermeyer and a Hong Kong based partner.
- Obersport handles the raw materials and production for all of Sport Obermeyer’s production in the Far East.
- Materials sourced were cut and sewn either in Raymond Tse’s own “Alpine” factories or in independent subcontractors located in Hong Kong, Macau, and China.
- Sport Obermeyer’s orders represented about 80% of Alpine’s annual production volume.

### Key Player

- Klaus Obermeyer – the founder of Sport Obermeyer
- Wally Obermeyer – VP
- Raymond Tse – managing director of Obersport Ltd and owner of Alpine Ltd
- Laura Kornashievicz – marketing director
- Carolyn Gray – Customer service manager
- Grevy Hunter – production manager
- Wendy Hemphill – production coordinator
- Tom Tweed – sales representative

obermeyer  
THE SKI MARKET OF THE WORLD



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- It sells the products through department stores and ski shops.
- 45% share of the children's skiwear market; only 11% share of the adult skiwear market.
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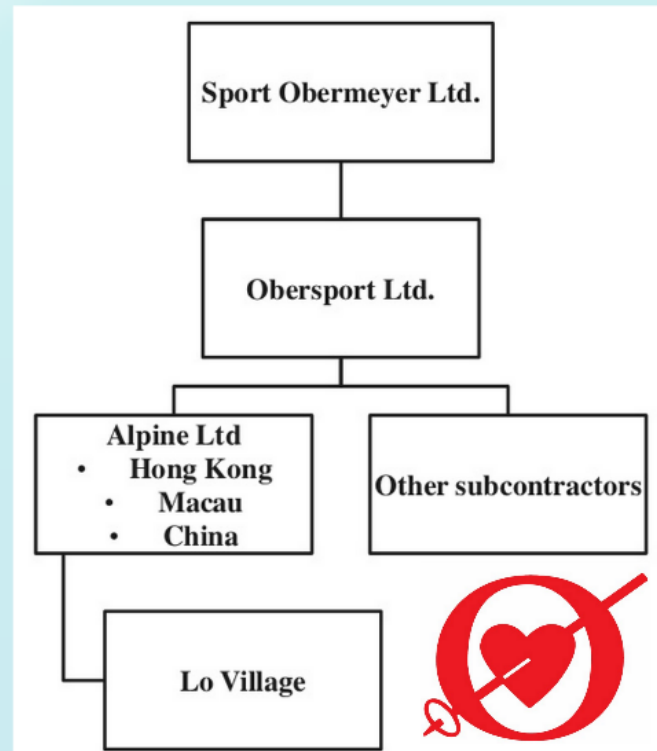
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- Grey Hunter – production manager
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# Manufacturing Structure



## The Supply Chain



- Retail: Monitoring fashion trends, designing the patterns and selling the products by entering into relationships with retailers.
- Obersport: procuring fabric and components and arranging for production using either independent subcontractors or factories of alpine.
- Obermeyer sourced most of its outerwear products through Obersport.

## The Supply Chain (cont.)



# *The Supply Chain*



- **OM:** Monitoring fashion trends, desingning the parkas and selling the products by entering into relationships with retailers.
- **Obersport:** procuring fabric and components and arranging for production using either independent subcontractors or factories of alpine.
- **Obermeyer** soured most of its outerwear products through **Obersport**