

Vermont Teddy Bear

Conclusion:

Vermont Teddy Bear factory would be a good candidate for using activity based costing since it can identify the resources used for each product and service. Since all can be identified and traced, the company can then determine the cost for each Teddy Bear.



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What are we about?

- We are a publicly-held company situated in Vermont
- It was created by John Sortino in 1981
- We create and design custom bears and send them to people all over the world



What's a Bear-Gram?

- It is a custom-made Vermont Teddy Bear that can be shipped anywhere in the world
- The customer can choose the way it is dressed from various options online
 - It can even be embroidered!
- The bear is encompassed in a box with an air hole so it can breathe
- It includes a game so the bear doesn't get bored during its travels
- It also includes a greeting card and candy treat of your choice



What makes us so unique?

- Each teddy bear is lovingly designed, cut, sewn, stuffed, and stitched in Vermont
- The bears enable people to connect in a fun and meaningful way by being alive with personality and attitude.
- A customer is able to pick the outfit that the bear would wear





Special Bear-Gram Features

- Customers may also send in a picture of a person, and the company will then create a bear to look and dress like that special someone!
- Lifetime guarantee! if anything happens to your bear, the bear can be sent to the bear hospital and it will be healed free of charge. If the bear cannot be fixed, they will replace it entirely for free as well.



YouTube



Let's Go for a Tour!

- Customers may go to the factory themselves to see how each bear is created.
- The first step is **CUTTING** the fur. Each bear is composed of 20 different bear parts. They are cut with special cookie dies.
- The 14-layer fur is cut through with a hydraulic press that exerts 34,000 pounds of pressure.



Our Tour Continues!

- The parts are then moved into the SEWING segment.
- The company uses “Modular Manufacturing”
- This enables a faster and safer working environment. The workers work in teams of 5-6 people, alternating between 14 sewing stations for each part of the bear.

