

Question.

What was the most sold product though the last years?- Wilson Company.

Hi guys so basically this is the summary of this article I found and other websites:

<https://www.retaildive.com/ex/mobilecommercedaily/wilson-sporting-goods-tackles-football-customization-via-updated-mcommerce-site>

Wilson has had good sells mainly of footballs 🏈 and tennis, especially for holidays. People can actually customize their product trough smart phones and then they can see the final product at the end and pay for it in a very efficient and easy manner. This called my attention and took me to the Wilson's website; I attached a picture bellow. Wilson has already implemented same custom idea not only to footballs but more. Wilson has also extended the customize idea into social media. This means that once you finish customizing a ball, you can share it trough social media from their website.

On the other hand, it seems to be like the “customization” experience for golf is poor. They only provide the chance to custom golf clubs and balls through online. Perhaps this is because they may have more sells for other products such as the football and tennis. Maybe providing same services that they have for other products may be implemented for golf's, such as gloves specifically for golf players- I believe we mentioned this idea before.

Hope this information was helpful,

Best,,

