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Assignment 2

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ABJ Sunglasses is the premier sunglasses retailer serving high-end customers through an online website. ABJ distinguishes itself from the competition by providing a top-notch customer experience and lightning-quick delivery. Founded in Fort Lauderdale in 2012, ABJ saw a lack in the current market for high-end, durable, and great looking sunglasses. As the value of the global eyewear market in 2016 reached 95 billion U.S. dollars (https://www.statista.com/topics/1470/eyewear-in-the-us/), ABJ emerged as a regional market leader in the south through cutting-edge design, tight supply chain management, and a strong social media following allowing the company to achieve large profit margins. ABJ positions itself in the market between Ray-Ban (owned by Luxottica) and Dior, Fendi, Céline and Marc Jacobs (owned by the Safilo Group). This segment is labeled the premium fashion segment of the market and estimated to grow significantly with rises in income throughout the globe, especially in China and Southeast Asia. ABJ is looking to expand outside of North America in the coming years potentially but needs to acquire strategic partners in other countries.

As ABJ Sunglasses exclusively sells its products online, the business model is very lean and does not require large fixed costs. The biggest savings comes from not having to operate a storefront and shell out large sums of money for rent and insurance in expensive areas. The company’s largest costs are associated with employee payroll and benefits, along with product acquisition costs from the suppliers. Website maintenance, operating a small distribution center, and marketing costs are some additional expenses.

Team members include Alden Pexton, Brett Bottomley, and John Leonard.

Database ERD:

