



Case Study

Outland Adventures

Blythe Timmerson and Jim Ford, both outdoor enthusiasts, opened Outland Adventures as a sideline to their fulltime careers. They hoped to cater to other people who enjoyed hiking and camping in far off places. They thought that if they could arrange guided trips, provide the equipment needed, and develop the right advertising, then Outland Adventures might just succeed. When it became apparent that they had identified a much needed market, they both quit their current jobs and devoted their full time and energies into their joint venture.

When they started running Outland Adventures, they hired two guides; John 'Mac' MacNell, and D.B. 'Duke' Marland. These two would be in charge of organizing and planning the trips, including investigating airfares, visa requirements, and inoculations.. Blythe and Jim also hired Anita Gallegos to take over the marketing aspect of the organization. Dimitrios Stravopolous is responsible for ordering supplies for the trips as well as keeping the equipment inventory up to date. Customers may either rent or buy their equipment outright. Mei Wong has just been hired to develop an ecommerce site where potential customers can find out information about Outland Adventures, check on trip schedules, and purchase hiking and camping equipment.

While Blythe and Jim have been taking care of the administrative and office operations, they have recently started wondering if it was time to optimize the organization. Some of the questions to be answered are:

Do enough customers buy equipment to keep equipment sales?

So far, they have conducted treks in Africa, Asia, and Southern Europe. Is there any one of those locations that has a downward trend in bookings?

They are a little concerned about the age of some of the inventory. Are there inventory items that are over five years old?