



What Type of Warrior are YOU?

PRODUCT PORTFOLIO FOR GROUP 5:

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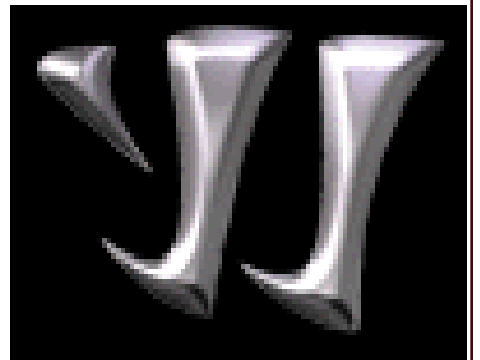
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Executive Summary

This report contains a detailed analysis of our solution to Warrior's product portfolio structure. Warrior is a major sports brand with a substantial focus on lacrosse and boasts that its products are designed for the toughest players in the game. There is no doubt that they have an eminent market share in the lacrosse industry. However, there is room for growth in regards to their product portfolio structure.

The current product portfolio structure lacks the ability to guide their customers to make an optimal purchasing decision. It relies heavily on the customer to have prior knowledge of exactly what they are looking for. Because of this, customers tend to experience confusion and uncertainty when searching for a new product to purchase.

As a team, we have come up with a newly structured product portfolio that will decrease customer confusion when purchasing Warrior products, as well as increase the amount of engagement that customers will have with the brand.

In regards to customer engagement, all the content and language that customers will interact with will capture the tough image that the Warrior brand

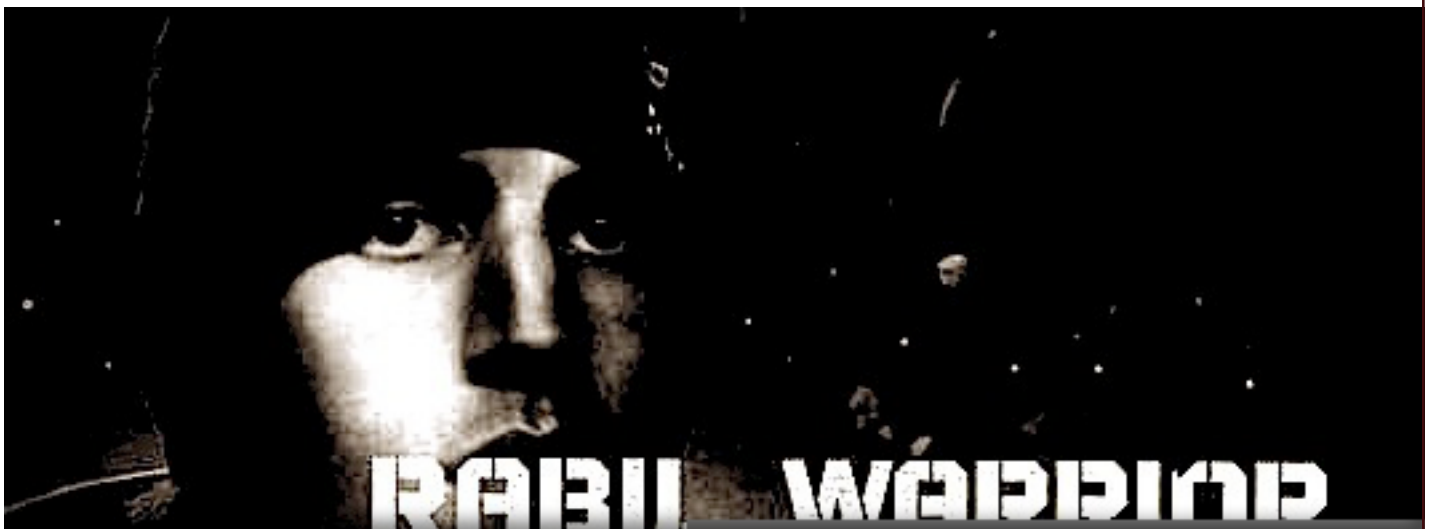
and personality represent. Warrior's product portfolio structure is already using lacrosse-focused language. We can expand this idea and weave it into the actual product-browsing process, giving the portfolio a language and vocabulary of its own that customers will adopt and share with their teammates and peers. Customers will feel like they are talking to Paul Rabil himself, rather than a salesman. This instills trust in a brand that treats them like a warrior, not a customer.



Current Context of Warrior

Warrior is recognized today by many as a premier manufacturer of equipment and apparel for lacrosse and hockey. Due to the fact that lacrosse is an up and coming sport, there have been many competitors who have recently entered the industry. When looking at their website and some of their videos, Warrior is defined as being a brand for masculine and elite athletes. Warriors main target market is high school male athletes. They

promote their brand as a lifestyle that is associated with lacrosse.





Current

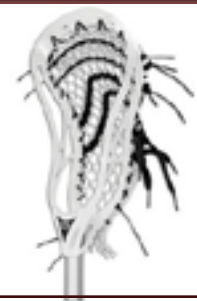
State of the Industry

- the lacrosse is a very attractive market to enter because it is the Nation's fastest growing sport.
- Total participation in the sport has grown from 524,230 to 2.7 million in just two years, between 2009 and 2011.
- Since 2009, the MLL has added two teams to their league, previously consisting of six.
- The growth in the industry is reflective of the east to west coast expansion of the sport that has occurred over the past ten years. This cultural sweep leaves plenty of room for emerging West Coast companies to enter the lacrosse market.
- Originating in the elitist, Northeast U.S. universities of 19th Century, lacrosse has always attracted a relatively higher-income population.
- In 2007, 33% of players had household incomes of over 75K in comparison to the national average of 22% for all other sports.
- The main buyers of this industry are the parents of recreational/school-level players.
- As of last year, 52.6% of players are playing casual/pick-up and 26.1% are playing for school/college. In contrast with the 19.7% playing at the league level, the previously mentioned segments will still have their parents buying their equipment; parents with larger amounts of disposable income than other sports.
- With the continued growth in participation and increasing popularity on the west coast, the lacrosse industry is a booming market to be in right now.



Market Analysis

- WE HAVE CLEARLY IDENTIFIED OUR TARGET MARKET TO BE MIDDLE-HIGH SCHOOL BOYS FROM SUBURBAN HOUSEHOLDS WITH INCOME OF 50-100K.
- IT'S IMPORTANT TO NOTE THE RISE IN YOUTH PLAY AND THE OPPORTUNITIES THIS OPENS UP FOR MARKETERS, PARTICULARLY BECAUSE MOM AND DAD ARE STILL PAYING FOR THE EQUIPMENT.
- AS OF FEBRUARY 2012, 41% OF THE SPORT'S PLAYERS WERE 13-17.
- THIS YOUTHFUL IMAGE THE SPORT CAPTURES MAKES FOR A VERY ATTRACTIVE MARKET FOR COMPANIES LIKE WARRIOR, WHO PORTRAY A YOUNG, ACTIVE, YET TOUGH IMAGE.
- IT'S CRUCIAL FOR MARKETERS TO KNOW THE PARENTS WHO SUPPORT THIS GAME ARE JUST AS MARKETABLE AS THEIR KIDS WHO PLAY IT BECAUSE MOST ARE LEARNING THE GAME AS THEIR KIDS DO. THE TRENDS IN OUR TARGET POPULATION ARE FAVORABLE AS WELL.
- FROM 2008 TO 2009 YOUTH PLAY ROSE BY 9.8% AND HIGH SCHOOL PLAY, BY 8.3%.
- FROM SEVERAL FOCUS GROUPS WITH OUR TARGET POPULATION, WE WERE ABLE TO CLEARLY DEFINE THE DISTINGUISHING ATTRIBUTES KIDS ARE RELYING ON FOR THE PRODUCTS THEY BUY.
- DURABILITY WAS THE MOST VALUED AND THE UNANIMOUS REASON WHY THEY WOULD PICK WARRIOR OVER A DIFFERENT BRAND.
- THE TECHNOLOGICAL TRENDS IN THE INDUSTRY WILL PLAY IN FAVOR TO THIS ATTRIBUTE AS WELL.
- THE TITANIUM SHAFT WARRIOR HAS PIONEERED CATERERS TO OUR TARGET MARKET'S DESIRE FOR DURABILITY AND QUALITY.



Competitor Analysis:

Maverick



Maverik's product portfolio structure has broken down their heads, handles, and gloves by the features and technology they include. When looking at a head on their website, there is no real technology listed in the "TECH" section. The technology that the stick uses is explained more under the description of the head. There is no real breakdown by position for each of their products. The website goes more in the direction of explaining the products' features to give the

customer a better sense of which type of equipment is best for them. Only three of the heads are communicated to the customers specifically for offense. This is confusing because if there is a customer looking for a defensive head there is no direction on where to find it.



Key Takeaways

- No direction regarding picking equipment for position

Competitor Analysis:

STX



Key Takeaway

-Product positioning by product attributes allowed STX to creatively position their equipment

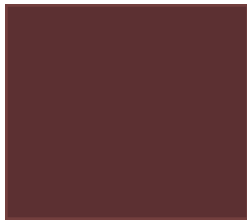
STX's product portfolio structure is broken down into three product families based on player type. These three families include the Surgeon, Stallion, and Alliance. The Surgeon line is for players who strive for precision and accuracy in their game. The Stallion line is designed for players whose game is defined by endurance. The Alliance line is for players looking to optimize performance by matching a specific flex level to a player's style and field position. After they are broken down by player type, they are broken down by features. Not all of STX's products are part of the Surgeon, Stallion, and Alliance families. For the products who are not included in the three families, they are broken down based simply off of features. For heads, there are features as well as a rating scale based on pinch, weight, stiffness, and stringing. They do the same thing with their gloves and handles. The rating scale for gloves is based on weight, flex, profile, and protection. The rating scale for handles is based on weight, strength, and grip. Based on these features, players can differentiate which ones are more offensive and which are more defensive. The one thing that may be a problem is the fact that inexperienced players may not be able to differentiate between products based on these features.



SWOT Analysis of Warrior

Threats

The main threats that Warrior must deal with are from STX and Maverik. STX definitely has the best website and product portfolio in the industry. This is a large threat to Warrior because it is very easy for them to lose business to STX. Maverik is also a large threat because of the quality products that they produce. Both of these companies also have a similar target market to Warrior, which is another reason why they are a threat of taking away business from Warrior.

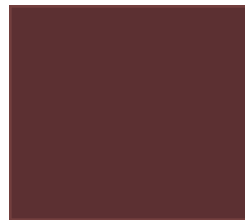


Weaknesses

The weakness that Warrior needs to improve upon is their product portfolio structure. After looking at the STX and Bauer hockey websites, it is easy to tell that these two companies have done the best job with their product portfolio structures. Both of these companies break down their products by player type rather than position. This is something Warrior needs to adopt for their product portfolio structure as well. Many of the products they have to offer are based off of position. In lacrosse this isn't necessarily the case. Players will use a product because of their style of play, not because of their position.

Opportunities

Opportunities for Warrior are mainly the need for improvement on their website layout, sponsorship, and product lines. They need to make the website simpler and easier to navigate through. Right now the site overwhelms the user by throwing the information and products at them all at once. This goes along with narrowing down their product lines and redefining the names of some products so they stay the same across different types of products. This will lead to a much simpler website setup. There may be an opportunity to pick up a couple more players to sponsor so younger people will associate Warrior with more than one athlete. Lastly, by implementing the product portfolio structure that we have suggested they have the opportunity to seamlessly integrate all of their products together. This will lead to a much smoother shopping experience for all of their customers. This will also promote customer retention and engagement.



Strengths

Based off of research and focus groups, Warrior's main strength is the quality of the product that it has to offer. They also sponsor one of the best known lacrosse players, Paul Rabil, which makes people associate Warrior with him, which leads to people wanting their products.



Path to Purchase

Problem Recognition

Our target segment's path to purchase begins with various stimulus recognitions and need recognitions. The external stimuli of the consumer are broken equipment, seasonal change, social angst about current equipment, and new product launches. The need recognition for the target market occurs at the same time. The need given is fully functioning lacrosse equipment. Additionally, Warrior 5 found aesthetically pleasing aspects of new sticks motivation for the consumer to find an imbalance between his actual and desired states. Furthermore, the students expressed frustration surrounding the Approach-Approach Conflict. This is when two equally desirable options are present, however, only one can be approached. The reasoning given was that equipment description was not in depth enough for a clear-cut distinction. They expressed a clear fear of buyer's remorse because descriptions across the board were so similar.

Information Search

The consensus of our research determined that magazines are still currently in use. However, they are dwindling fast. Attention is better obtained using laptops and smartphones. Youth consumer attention is grabbed within their environment. Their environment is the web. Additionally, comprehension of the information being presented is better absorbed in the solidarity of the phone and laptop environment. Overstimulation and selective perception happen in stores, however, not on a phone. It is important to note that a portion of consumers do internal searches initially based upon their evaluations of past equipment and based on the words of their peers and seniors. *Cont'd on Next Page.*





However, the external searches being done after the consumer has been guided by their knowledge, and experience was detailed. It is common for the consumers at a high school age to determine what equipment they want online in order to skip information presented at the store about the products. The exception given to this intended behavior is comparing styles in the store. The major website for external searches is Lacrosse.com. A portion of athletes did profess skipping retail entirely and shopping with ClubLAX and Lacrosse monkey. In addition to the easier searches, coupons offered on the sites were given as key motivators. Modeling as a form of influencing behavior is effective. The majority of athletes were aware of major starts and their brand endorsements. Unfortunately, modeling is restricted to the high school athlete's knowledge of the professional players. That knowledge was limited, however. The search effort of the target market can be summarized from information gained from the focus groups. The perceived risks of the consumer were low. Involvement with the project was

at a steady medium. Time pressure is generally an issue of importance to the consumer. Additionally, the amount of information overload given at retailers is great. The high school athlete shops by his position in primary. This criterion immediately eliminates certain equipment. Secondly, he shops by Brand and style. Price is the last information gathered, however, by comparison it does carry weight. Because the two categories are mutually exclusive the high school demographic uses a compensatory model of weighing alternatives.

Evaluation of Alternatives

The warrior brand was consistently in the consideration set of the consumer. Although price was not one of the most highlighted factors, the consumer systematically evaluates it. This is the process of actively seeking and comparing Warrior's pricing against its competition. However, this process was done after a low involvement Heuristic evaluation of the brands.



This requires the consumer to summarize his salient beliefs about the Warrior brand quickly in consideration to the other brands. This process happens entirely internal for the customer. Mostly notably, the evaluation was stated to have never taking place in the store. Meaning store displays at the high school age levels affect future purchases than present ones. Additionally, because the two categories of brand and style are not mutually exclusive the high school demographic uses a compensatory model of weighing alternatives. This means that certain aspects of the equipment that are positive can cancel out negative aspect. The compensatory criteria varied student to student.

Purchase

The choice identification occurs generally at home. However, purchase intent involves the second party of the parent. Although, parents are often involved in the purchase intent, they normally exert little influence

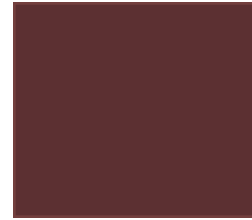
of control over the purchase implementation. Parents generally okay the time to purchase more than the price of purchase.

Post-Purchase

The student expectation is for equipment functionality. Additionally, the expectation of no psychosocial consequences is expected. The acceptance of style is an important factor in preventing cognitive dissonance and guaranteeing a return purchase. If their decision is not confirmed positively the customer has stated no real way of conversing their frustration. Additionally, the company makes no further contact to the consumer.



Objectives



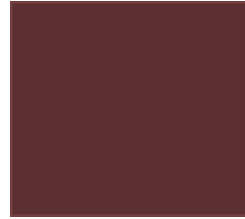
Improve Shop-ability: In hopes of increasing shop-ability, we have created a specifically segmented product portfolio structure creating more cohesiveness between different products and type of gear. This will allow the customer to make a more accurate decision on which type of equipment would best suit them and their playing style, as well as allow for a smoother and more and efficient buying process.

Increasing Marketing Efficiency and Product Equity: In creating these three new segmentations, Flyte, Tytan and Snype, it is not allowing the customer to put themselves into a category of play that was not originally theirs. These different segmentations have different player traits associated with each of them to help guide the player to the right gear. Flyte is categorized as the light weight and speed-oriented product. This is for the fast paced player that is looking for swift or rapid type of play. These are the players bringing the ball up the field or making quick or high-speed dodges. Tytan is the power category for the player that is not necessarily worried about light weight or speed, but is more concerned with durability and strength to help them control the playing field. Lastly, Snype is the finesse line. It focuses on not solely speed nor power, but on accuracy and touch like a sniper. It is designed for the player that is concerned or focused on precision and accuracy as their way of trying to dominate the game.

Reduces SKU Proliferation and Improves Sustainability of Future Product Launches: This new product portfolio structure will allow for easier marketing in the future by setting up a system of numbers associated with the shaft, allowing for new products to seamlessly enter the market. It will also increase customer activity by allowing the customer to anticipate the new product arrivals in their specific segmentation that best suits them. This will also add more consistency to products made in the future by having all of them organized by the same naming pattern which will allow for the consumer to feel as if they have a better grasp or understanding of the product.



Strategy



- **Warrior Target Audience:** Middle school and high school boy lacrosse players (12-18 year olds)
- **Frame of Reference:** Lacrosse equipment and retail
- **Benefit/Point of Difference:** Warrior offers the BEST lacrosse gear in the industry and it allows the players who use it to play at the top level
- **Reason to Believe:** Lacrosse is a very fast-paced, aggressive, and physical sport and you can only be successful in the sport if you have the mindset of a warrior and use the right “weapon” of choice, which Warrior Sport provides.
- **Position Statement:** For middle school and high school boy lacrosse players aged 12-18, Warrior Sport is the lacrosse brand that delivers the most reliable and user-friendly lacrosse gear because only Warrior is the LAX brand to provide the right “weapons” of choice to fit the warrior that is within a player that is on the field.
- **Strategic Framework:** An explanation of the strategy behind our retail and product catalog solution

As a brand, it is your responsibility to help your customers make the purchasing decision as easy as possible. The goal is for a player to have the gear that is designed for the specific player that he is, in order for him to be able to excel.

We came up with three different product portfolio structures that vary depending on the type of gear: heads, shafts, and gloves. The reason we decided that it is appropriate to have three different structures is because each type of gear has its own unique purpose for the player and should be viewed through the purchasing process in a way that best optimizes a player's choice.

Before we begin explaining how each of the three product portfolio structures are set up, we must first highlight a fundamental change we have made to Player Type. Currently, Warrior defines players as Shooters, Dodgers, and/or Feeders, but each individual head represents multiple Player Types. These current titles represent a player's role on the field rather than a unique playing style. Since roles can overlap from player to player, heads can correspond to multiple player roles. Our suggestion is to change these titles to exclusive playing styles: Speed, Power, and Finesse. We created branding names that maintain the Warrior personality. The names are “Flyte”, “Tytan”, and “Snype”. They coincide with the previously mentioned types in that respective order. Each stick now falls under just one playing style, making it clear what product matches each player. This clears up confusion from Warrior's current structure which has individual sticks representing two, sometimes three player roles. We now have characteristics that are exclusive to each type of player style, with no overlaps.

Portfolio: Heads

First off, we will start by explaining the product portfolio structure for heads. Based on the responses gathered from multiple focus groups with the St. Charles boys lacrosse team, we determined that heads are the type of gear most dependent upon player position. Therefore, we decided to keep Warrior's current structure for heads with a few improvements to make our overall structure of all the gear as cohesive as possible. Just like the current Warrior PPS, our structure begins with type of player, then moving down, it is further segmented by the names of the heads. Moving further down, the next segment breakdown is by player type similarly to how Warrior had it, however instead of using the terms "shooter", "feeder", "dodger", and "defense" we again used our newly branded player type names "flyte", "tytan", and "snype".



Attack

Mid

Defense

Rabil
Blade Pro
M80

Evo 3
Cobra
Evo Pro
Evolyte
Evolution

Revo Pro
Revolution

SNYPE:

Rabil
M80

TYTAN:

Blade Pro

FLYTE:

None

SNYPE:

Cobra

TYTAN:

None

FLYTE:

Evo 3
Evo Pro
Evolyte
Evolution

SNYPE:

None

TYTAN:

Revo Pro
Revolution

FLYTE:

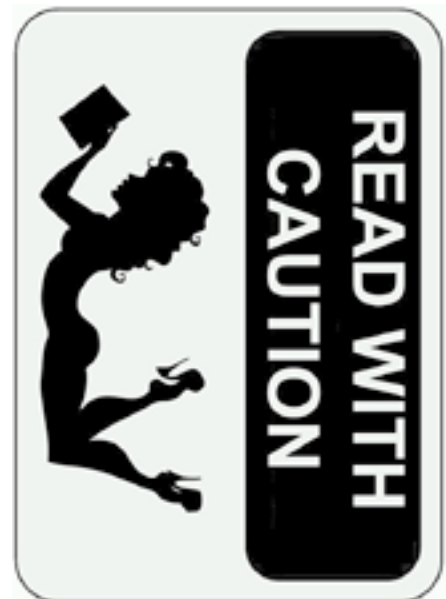
None

Portfolio: Shafts



The following is our product portfolio for Warrior's shafts:

This PPS begins being segmented by player type: "flyte", "tytan", and "snype". As you move down, the next segment breakdown is the type of shaft. You'll notice numbers next to the name of the shaft, for example Flyte 1.13, which represents the quality/price of the stick and the year it was released. The first number, "1" in this case, represents the quality/price of the shaft and the lower the number is, the higher the quality/price. The second number, "13" in this case, indicates the year the product line was released. The first number in each product line is based off of the pricing that Warrior provided for us in their power point. The structure of this product portfolio ensures that players will select a stick that is best suited for their playing style and gives them a good idea of what shafts are in their price range.





Flyte (Speed)

Krypto Pro Diamond
Krypto Pro



1.13 Krypto Pro
Diamond

2.13 Krypto Pro



Tytan (Power)

Titan Pro
Titan Classic
Titan '92



1.13 Titan Pro

2.13 Titan
Classic

3.13 Titan '92



Snype (Finesse)

Rabil Dolo Diamond
Dolomite
Kryptolyte Criss-Cross
Kryptolyte



1.13 Rabil Dolo
Diamond

2.13 Dolomite

3.13 Kryptolyte Criss-
Cross

4.13 Kryptolyte



Flyte

1.13 Flyte

2.13 Flyte



Tytan

1.13 Tytan

2.13 Tytan

3.13 Tytan



Snype

1.13 Snype

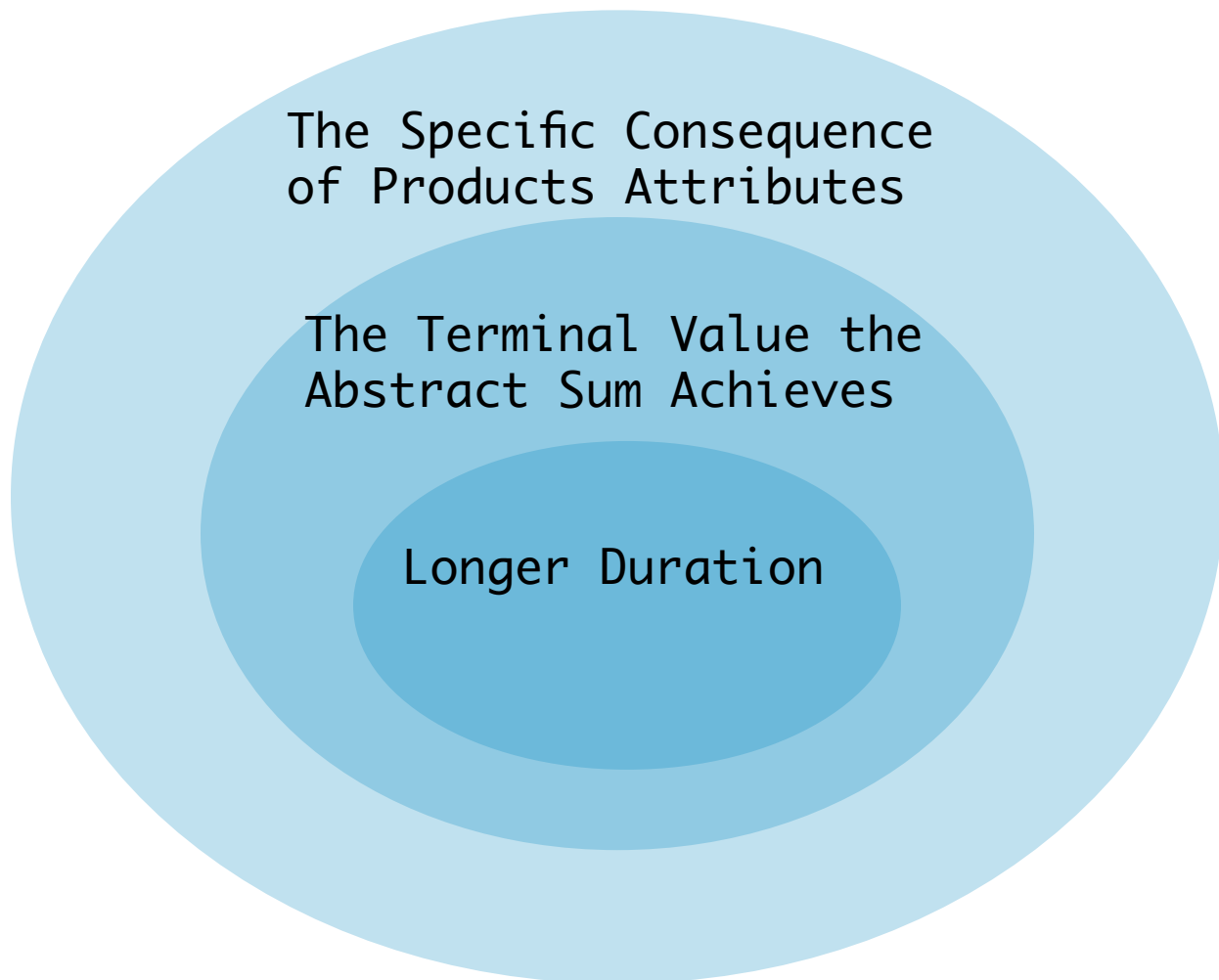
2.13 Snype

3.13 Snype

4.13 Synpe

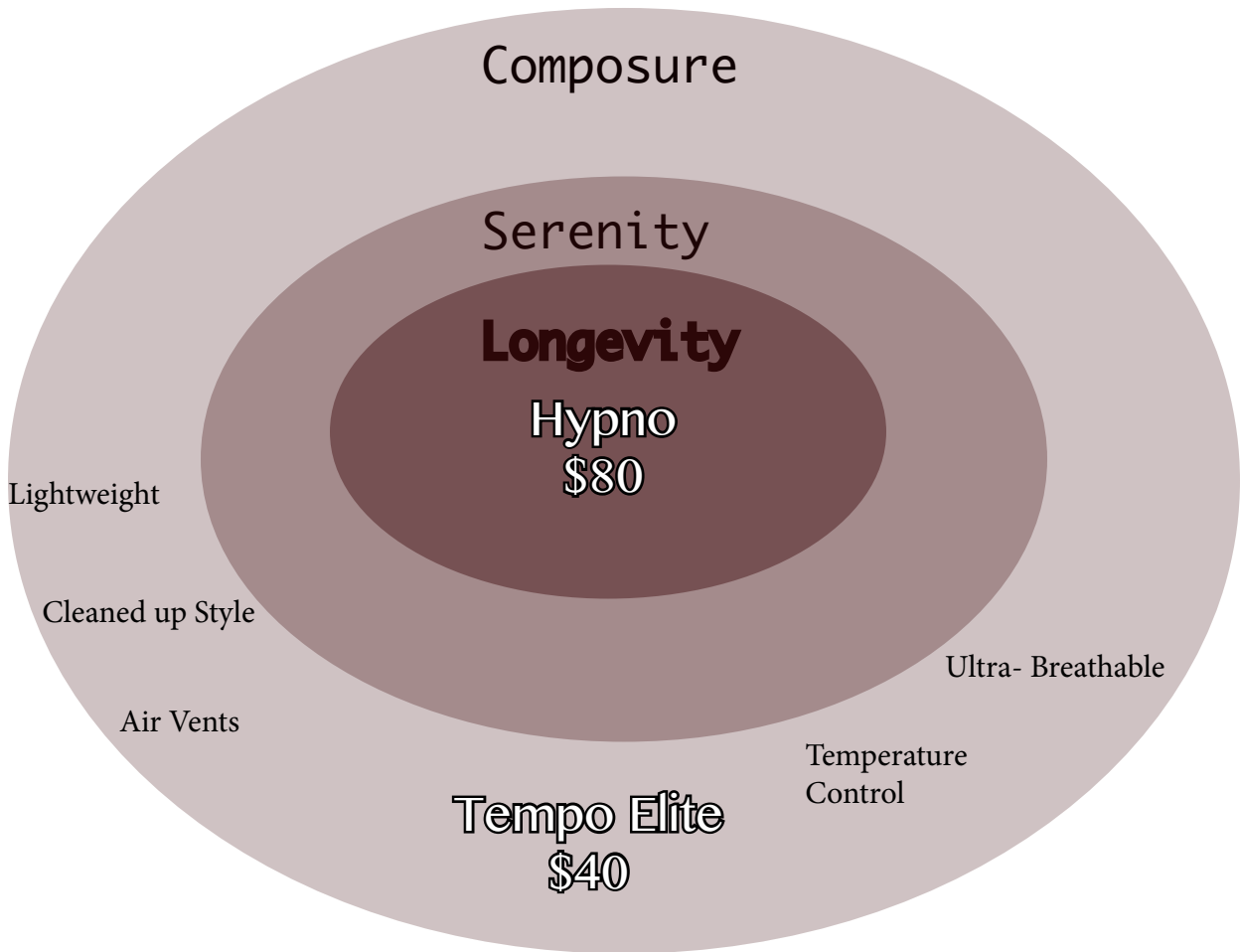


Portfolio: Gloves



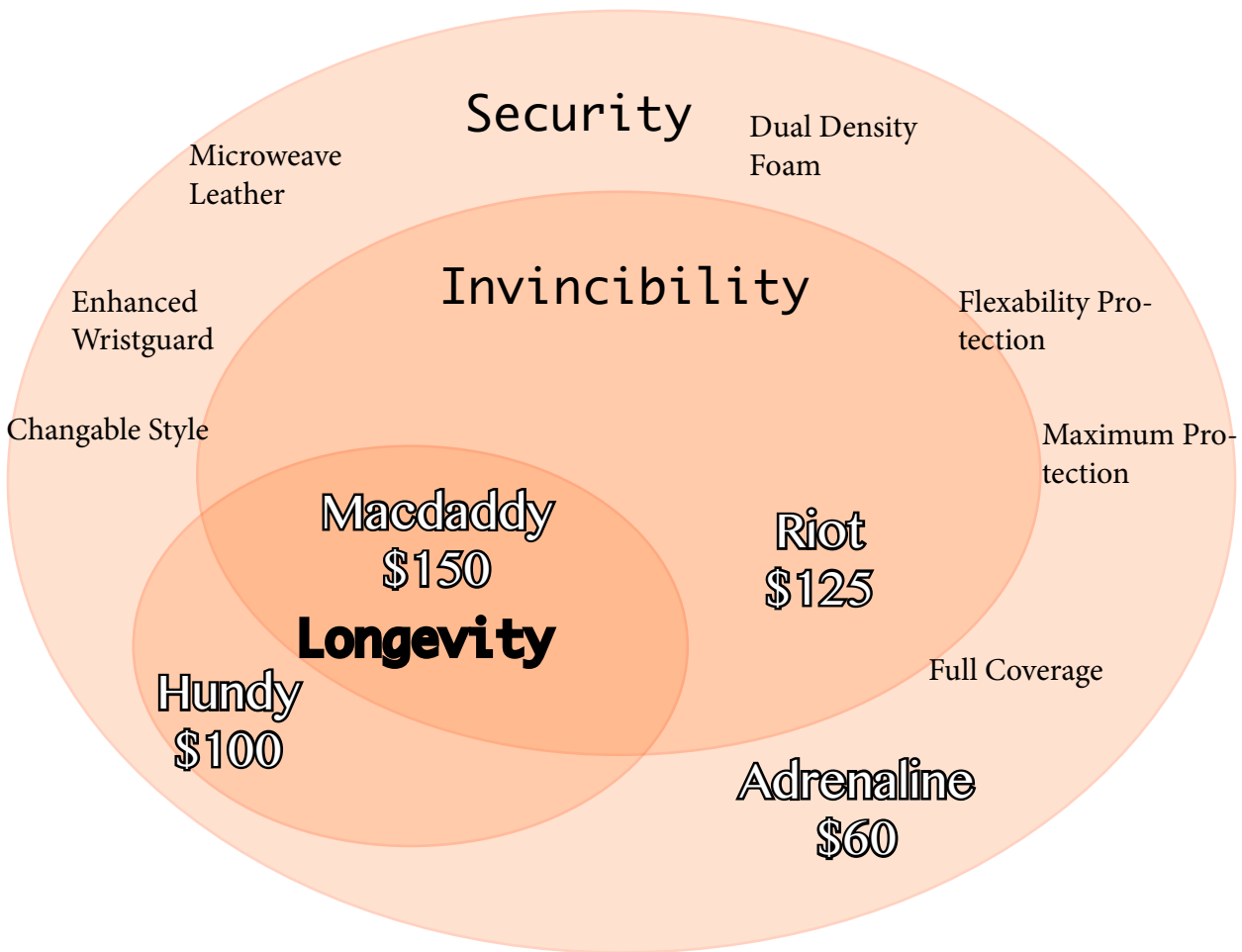
The glove market portfolio is categorized by three concepts. The overall concept of this categorization compliments are focus group findings. The high school athlete does not believe that a glove will directly correlate to better play. However, further investigation showed that students shared general discomforts that detracted from their play. Each diagram is broken down by a specific solution to the biggest problems found by research. The solutions are based on product attributes and price. The names of the initial categorization is based on what comrad the specific warrior needs. The gloves were placed in each individual diagram by this solution. Next, the gloves separated and differentiated based on if their consequence is achieving the terminal values of the perfect states of play. The more expensive glove is said to perform this better. Additionally, categorizing the gloves based on wither they were longer periods includes the importance of glove longevity.

FOR COMFORT BROWSE The Squires



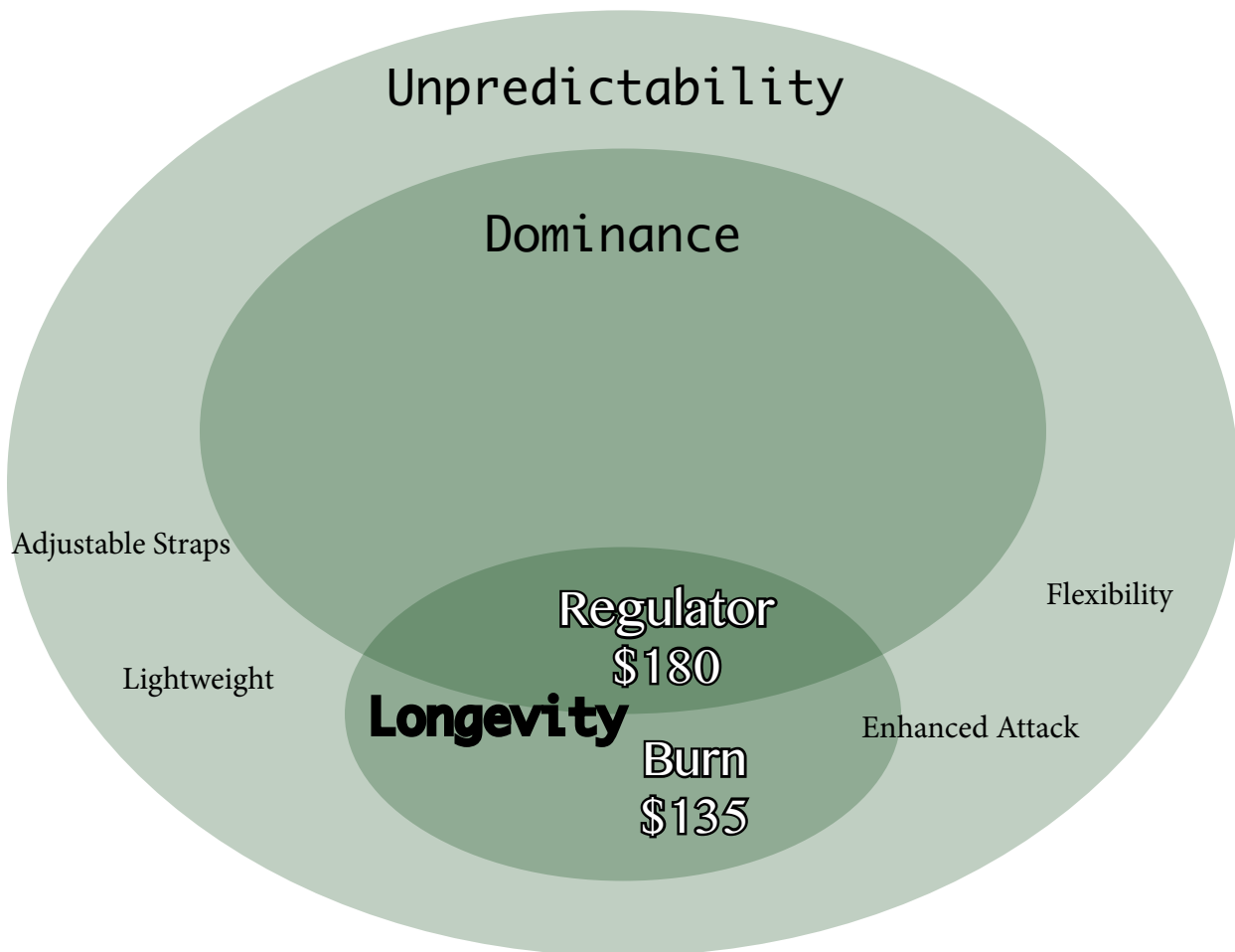
The Squires adress the consumer problem of discomfort. Since the consumer buying the product is a warrior the Squire should take care of his style and comfot on the battlefield. Focus group research uncovered major game distractors were becoming overheated and having skin irritation. The product attributes of the Hypno and the Tempo Elite allow the glove to breathe and control temperature. The Hypno glove goes further than allowing composure. It allows the terminal value of Serenity. Additionally, the Hypno glove is categorized for Longevity, and the Tempo Elite is not.

FOR ARMOUR BROWSE The Tanks



The Tanks address the consumer problem of pain. Focus group research uncovered major game distractors were wrist or hand injuries the stifled play. The product attributes of the Macdaddy, Hundy, Adrenaline, and Riot the entire glove to protect. Thusly, they are categorized by their consequence, which is security. The Macdaddy and the Pilot are so effective they are separately categorized by the terminal value they help achieve. This is Invincibility. Additionally, the Macdaddy and the Hundy are categorized by their Longevity.

FOR FREEDOM BROWSE The Assassins



The Assassins address the consumer problem of glove stiffness. A common complaint found was that gloves stifled flexibility. The product attributes of the Regulator and the Burn allow the glove free motion. This achieves unpredictable motion for attack. Additionally, the regulator is so mobile it allows the terminal value of dominance. Additionally, the regulator is categorized by its Longevity.

Recommendations

1) Change the packaging to contain experience level instead of skill level.

Skill Stimuli

Applying a skill level to the purchase decision can likely motivate purchase, however, it can also motivate abstaining from purchase. Skill levels on the packaging are unpredictable, cause harmful exclusivity towards the Brand, and consumers have a learned affect response to evaluating poorly to things that judge or forced a person to judge themselves. A skill level should not be placed on the packaging.

Skill criteria force the consumer to actively evaluate their performance and more importantly second guess their intention to buy a higher priced item. The Skill Stimuli is unpredictable in the way a consumer's affect will evaluate it. Some people could become emotionally ambivalent, angry, or proud. When a person is feeling nervous or in a depressed mood than the skill level could deter them from purchase.

Using packaging with skill criteria additionally forces an emotional snob appeal to the consumer. It is as if the product is advertising itself only for the best. However, focus group discoveries pointed towards player's status quo bias. This means the players took pride and comfort in their lengthy periods between buying equipment. Additionally, a bandwagon appeal towards humble and old equipment throughout teammates further pointed exclusivity as being a point of harm. One player was quoted as saying "playing well is more impressive with less expensive equipment."

In a related manner, focus group research showed that high school athletes have a learned affect response to self-judgment. The affect response generally consisted of uncertainty and withdrawal. In a conversation over each player's (2 groups of 7) first stick I asked the player how he or she felt about his or her current stick. For the first group I opened with a compliment of their stick. The second group I asked the question straight "do you like your stick." The first group more positively evaluated their own equipment. Placing skill stimuli on the packaging runs a greater risk for negatively affecting cognition and conation towards the product of interest. Ironically, the field research done at three stores revealed that the skill level was consistently "All-Levels," however the assumption of this recommendation is that is not the case everywhere.

Experience Level

Instead of skill stimuli an experience level should be used. Experience differs from skill in that it measures time and not talent. A consumer could play all their life and never reach a certain skill level. However, after an experience level is reached the consumer is ready to buy top quality products. Additionally, an experience level on the packaging leaves room for a consumer to draw an illusory correlation between great performance and that price range of product the same as they would for a skill stimuli.

2) Allow your customers to be aware of the quality level

The first day of preliminary market research showed there was no mention of quality level on the packaging of the gear. However, it is important to note the effect of the absence of the Entry, Mid, High, Ultra High categories on consumer behavior. With these quality parameters in place the customer knows an exact reference point for any product they wish to buy. They know that (according to the given product prices) the average Mid level head cost is \$63.75. The customer know has a point of reference and is more susceptible to be moved into a more expensive quality of product. Without the quality labeled on the packaging the customer is at best going to compare only costs and infer quality, which can mislead the customer and make sales patterns unpredictable. Focus groups run on high school athletes revealed that students would generally pay \$20 more for a head they clearly knew was better than the one they intended to buy. The next paragraph outlines how placing quality level with price in retailers and on the packaging can maximize exposure, capture the attention of, and cause comprehension in lacrosse equipment consumers.

The customer being aware of the quality to price correlation grows brand equity and increases exposure. It generates greater Warrior brand knowledge and Warrior model/feature knowledge while not growing the consumers outside product class and form knowledge. The distinctiveness and connection with consumer's needs for knowledge will better grab and hold attention over other brands. When the information about price and level of quality are on the product the immediate non-declarative memory process of comparison occurs. Additionally, declarative memory also takes place in the learning of prices, product qualities, and product features. Furthermore, greater comprehension of the Warrior brand will take place due to the existing knowledge in memory and the high level of involvement at the time of exposure. Additionally, this will allow a greater chance for consumers to inference Warrior's message of customer and fan empowerment through knowledge and its message of challenging the establishment by being the only retailer to give a direct quality to price figure.

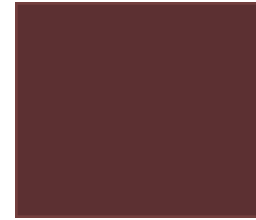
3) A small marking on the package of the product to categorize the equipment as for Jr. High, Highschool, or College

4) Promote fun activities in the store with the Warrior name.

Shooting ranges and speed guns are examples of retailer activities that can draw attention to the warrior brand. Additionally, it can increase consumer knowledge of the store brand. Lastly, it can have a positive effect on the consumer's feeling, mood, and emotion. This could lead to a positive evaluation of the warrior brand.

Recommendations

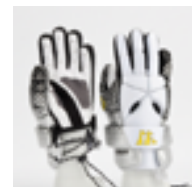
Online Solution



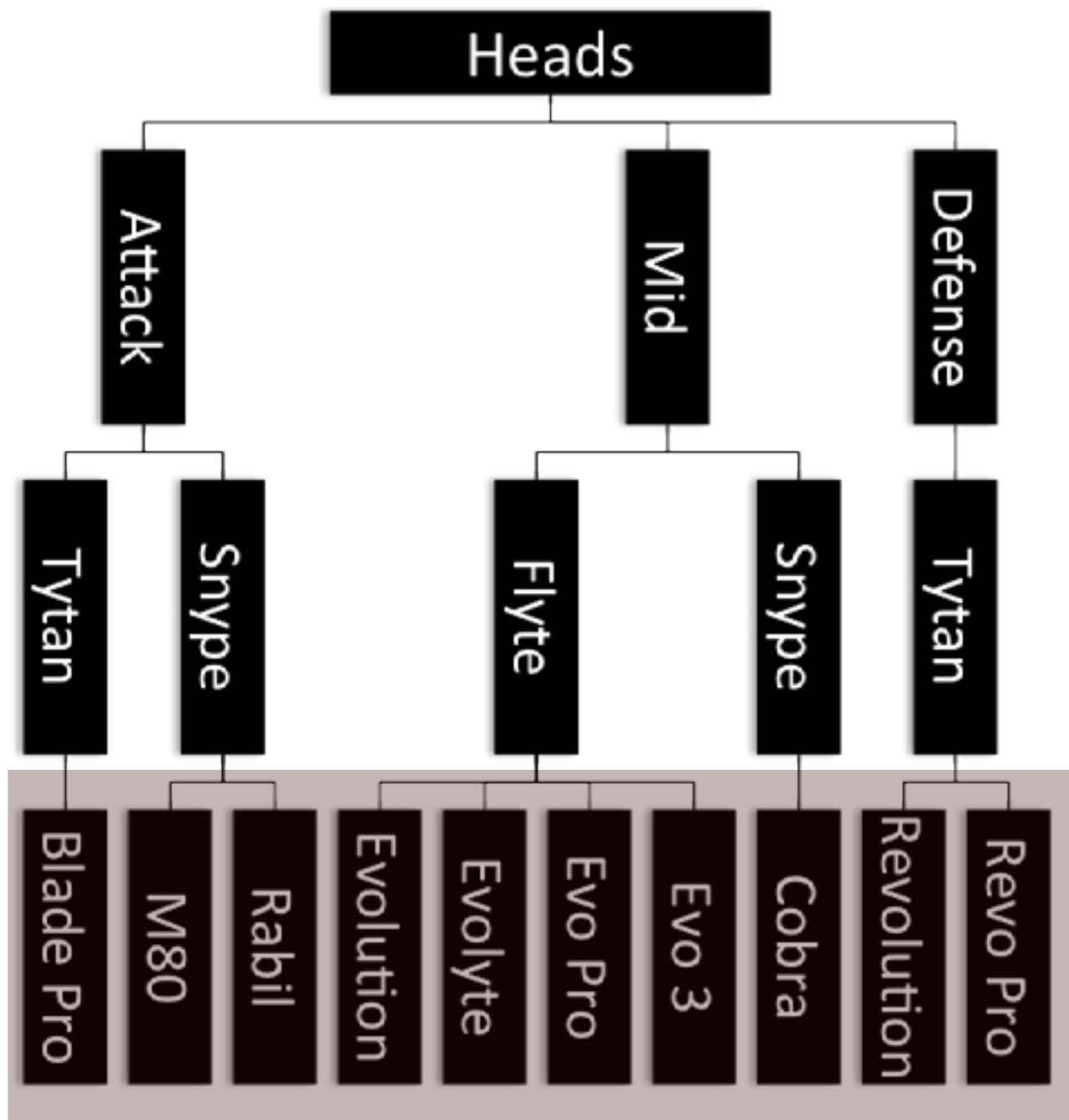
The structure behind our online product catalog solution varies depending on the type of gear. Based on the responses gathered from multiple focus groups with the St. Charles boys Lacrosse team, convenience proved to be top priority in their purchasing decision. However, the way that Warrior Sports currently has their product catalog setup online is quite the opposite of convenience.

The solution will be brought to life by first completely changing the online product catalog. The website will need to be rebranded considering it needs to be structured in a way that conveys the message that the players are warriors themselves. Once the rebranding is completed the actual website needs to be reconfigured, in order for everything to be categorized by player type first. This will lead to consumers having a better understanding which one of Warriors products fits them best, based on how they play lacrosse. This is an improved setup because position doesn't necessarily determine the type of player someone is. As far as bringing the solution to life in stores the same actions should be done that will arrange the gear by player type, so when a player or his parents walk into a store it'll be easy to begin your purchasing process.

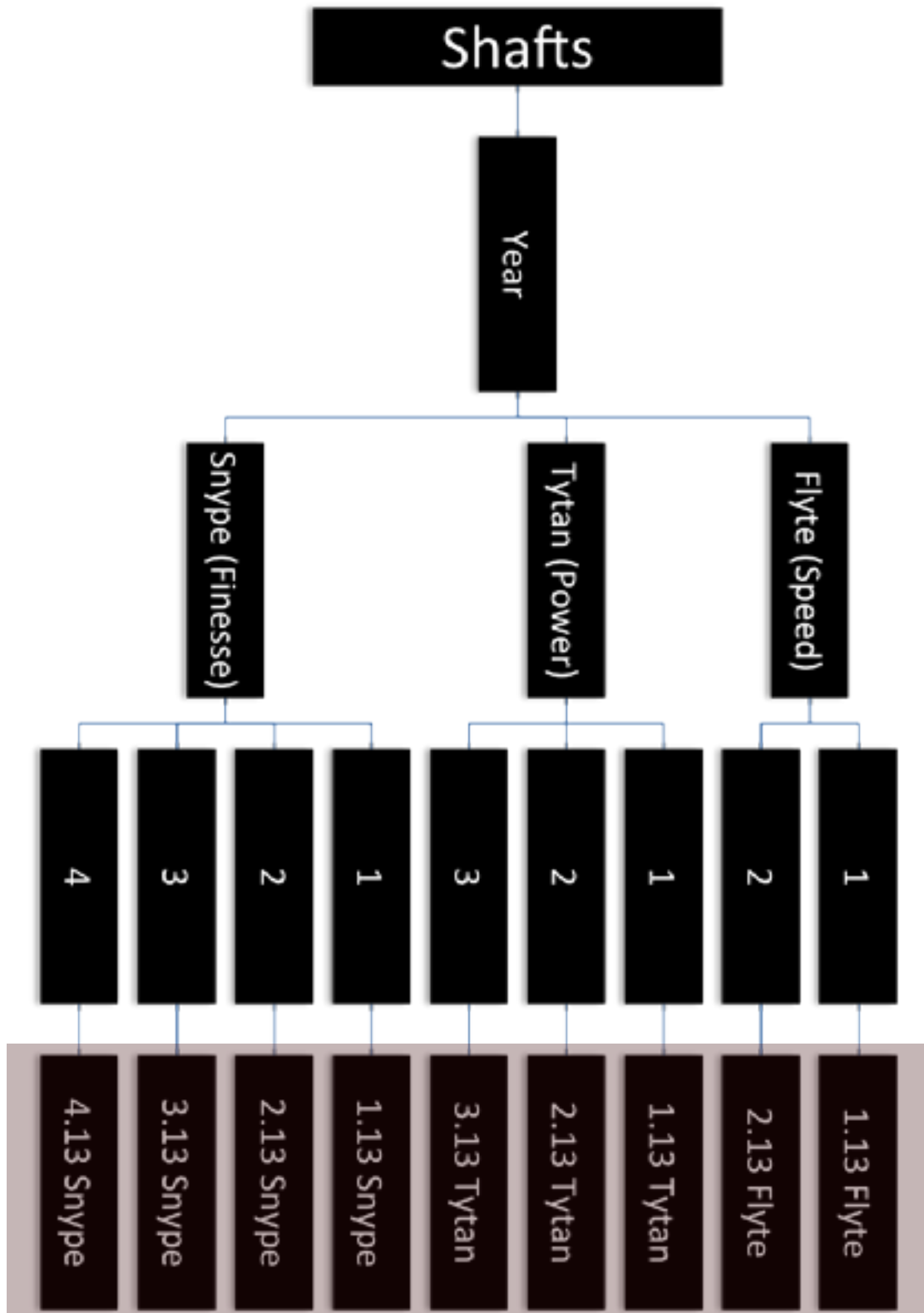
Our approach to decreasing customer confusion is to provide convenience in the product catalog by minimizing the amount of items exposed to the customer at one time. We also want to give freedom and flexibility to experienced players who already have a preconceived notion of what they're looking for, while guiding new and inexperienced players. Currently, when a customer searches through the catalog, they have to view multiple web pages to view all of the gear they have; there is no way for them to know what gear is best for them. Warrior can resolve this issue by making the whole catalog and all of the products viewable on a single web page.



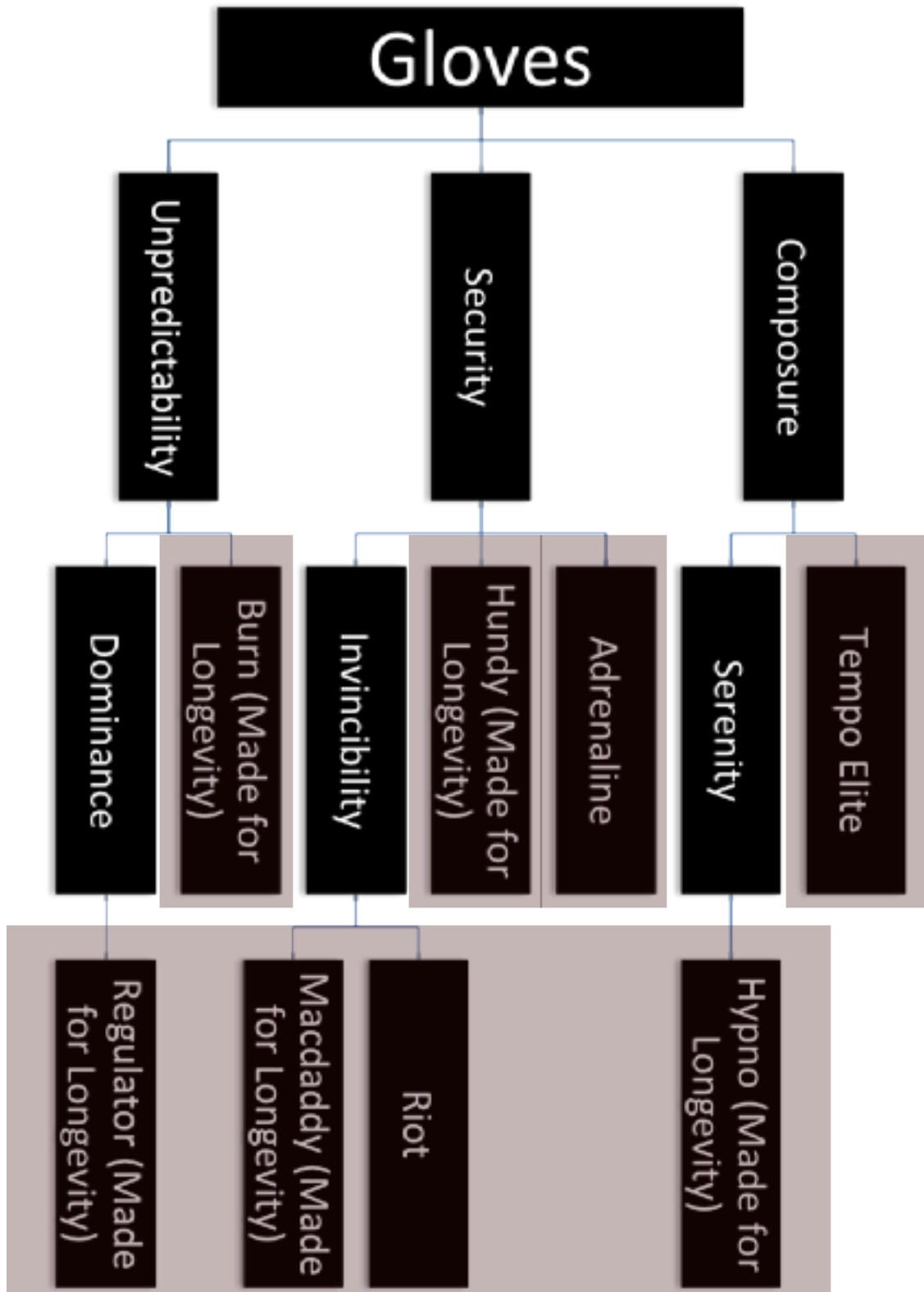
If Heads...



If Shafts...



If Gloves...



The Methods to Evaluate

Criteria & Methods

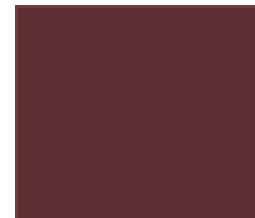
The solution we provide will be successful for the following reasons: It will give potential customers of Warrior the chance to make an educated decision on what piece of equipment to buy, even if they have limited knowledge about the sport of lacrosse, or what they are looking for. Our slogan, “What kind of Warrior are you?” will help to engage customers and make them feel like they are a part of the Warrior family. The product portfolio structure we

have created will provide a simple and engaging way for customers to pick out exactly what piece of equipment best suits them.

Contingencies

There are a few possible problems with our outcomes: Current Warrior customers may be resistant to change, and may like to stick to the way things are, since they are used to it. The fact that we are focusing solely on marketing to teenage boys may make the brand feel subordinate to brands that market to

professionals. The high school kids may feel like they are using products meant for kids, which could push them away. As we are going to suggest getting rid of some lines of products, current customers may have to find new products to suit their needs, and could end up switching to a different brand.



Bibliography for Largest Used Sources

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www.warrior.com

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<http://www.activenetworkrewards.com/Assets/AMG+2009/Lacrosse.pdf>

<http://www.plunkettresearch.com/sports-recreation-leisure-market-research/industry-and-business-data>

Research Results for Focus Group

At the high school level, kids are looking for brands they already have. If they have bought Warrior in the past, they will be searching for that again when they go to the store. If they have bought STX in the past, they will be searching for that in the store. Five out of the seven kids called Warrior their preferred brand. The other two mentioned STX as their preferred brand.

When navigating through the store, these kids are searching for exactly what they need. No in-store browsing is happening. They know what is missing from their gear and they go directly to search for that item.

The kids will check online first for their pre-purchase information. Their go-to sites are first, the brand website. From this, we can determine that the online retail needs to be organized in a compatible manner with how the store is set up that they will actually purchase the gear at. I think this will streamline the buying process. It will also help link the pre-purchase browsing to the actual transaction. The kids want to feel that what they search for beforehand can be found in a familiar, similar manner when they get to the actual store.

Lacrosse.com was the other major pre-purchase source for browsing. So our next step is to analyze this website as well as the current Warrior online layout. This analysis will be the foundation of how the in-store experience should be set up.

The kids mentioned buying online as their first option to achieve the discounts offered exclusively on the site. ClubLAX and Lacrosse monkey were the sites that they would actually purchase their gear from if they were to skip the in-store experience at all. A majority of the kids will try to purchase online before settling for the in-store transaction in order to get that discount.

When talking about in-store organization, the kids had a clear cut unanimous answer that browsing by product was more helpful than browsing by price. They didn't seem to be price sensitive at all, but clearly more brand sensitive.

However, when we broke it down and stratified the question into specific gear, the answers began to vary a bit more. Pads were desired to be organized by position (offense/defense). Sticks were desired to be organized by price or by brand. Organization of pads was the only thing preferred to be organized by position.

An interesting point brought up passionately at the end was the legality of equipment at different aged levels of play. They mentioned how it would be helpful to have a high school-legal section, a college-legal section and a universal-legal section.

I was thinking rather than sections devoted to each level of legality, a colored circular dot could be placed on each product that informs the customers which level of play the product would be legally approved for.

Sample Tactical Elements

Reebok Shaft Portfolio

SHAFTS

ATTACK

Upper Tier

- Reebok 10K O-Tech 5.0.5 (\$144.99-\$127.99)
 - o Wood/Feather, Lightning, Wave
- Reebok ZG Ti (\$129.99)
- Reebok 9K O-Tech (\$134.99-\$99.99)

Middle Tier

- Reebok Titanium (\$114.99)
- Reebok Black V1X (\$114.99)
- Reebok 7K Carbon Fuse (\$119.99)
- Reebok 7K Zendium-Pro (\$94.99)

Lower Tier

- Reebok 6K O-Tech (\$74.99)
- Reebok 6K Zendium (69.99)
- Reebok 6K (\$49.99)

Sample Tactical Elements

STX Portfolio

HEADS

-2 different product families

SURGEON family:

- Surgeon

-Surgeon 10

STALLION family:

-Stallion

Others:

Hammer U, Professor 10, Super Power U, Proton U, X10U, XCalibur, Revolver, Deuce, Proton U, Vipor 2, Profile, Bionic, AV8U, Stinger, Stinger Jr.

HANDLES

-3 different product families

SURGEON family:

-Surgeon SC-TI

-Surgeon SC-TI Defense

STALLION family:

-Stallion SC-TI

-Stallion SC-TI Defense

Alliance family:

-Alliance 160

-Alliance 135

-Alliance 85

Others: Amp, Amp defense, Force SC, Katana, Katana SC, Sabre, Sabre Defense, Scandium Pro, Saccium Pro Defense, Scandium Pro Grip, Steel 7000, Steel 7000 Defense, Summit