

Title: Thoughts on the possibility of Chewy 2.0

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Harvard Business Review -- Chewy's make or break logistics dilemma

<https://hbr.org/podcast/2022/10/chewy-coms-make-or-break-logistics-dilemma>

TI;DR -- During growth phase Chewy used a third party logistics company to fulfill orders, not having fulfillment in house caused problems for the startup.

12/13/2019 -- Ted Cohen, Ryan Cohen's Father, passes away -- This has been obviously been a central part of the mission Ryan embarked on.

Between 8/2020 and 10/2020 -- Ryan Cohen Buys [Teddy.com](<https://Teddy.com>) from JBDO, Inc -- guesstimate based on Wayback Machine and Trademark transition

Late 2020 -- Ryan Cohen Buys a 13% Stake In GameStop

Was part of his reasoning (besides crypto gaming) a bargain priced in-house nationwide logistics capability with which to build Teddy?

5/3/2021 -- GameStop Announces York Pennsylvania Fulfillment Center

7/6/2021 -- GameStop Announces Reno Fulfillment Center

Two Amazon size fulfillment centers? You don't need anything this big to distribute PlayStations and funk toys... This is probably 5-10x the space GameStop would need in fulfillment.

7/21/2021 -- Teddy Holdings LLC Incorporated

My guess is that plans here were at least questioned as Baby maintained its pandemic era revenues... had they grown too big to compete with... decision made to try to acquire?

3/7/2022 -- Ryan Cohen discloses 9.8% stake in BoBBY

3/14/2022 -- Ryan Cohen Added to Dragonfly Group Board of Directors, funding raised

3/25/2022 -- Ryan Cohen argues Baby could be worth 1-2 billion if spun off and sold

8/18/2022 -- Ryan Cohen sells entire stake in BoBBY -- They refused to sell baby division, Ryan exited his position.

Question is, how much does Babys sudden pandemic growth and increased market leadership in the space Teddy would occupy impact plans?

11/18/2022 -- 3 months to the day of BoBBY sale Teddy goes live with sale/pre-order of 5 children's books with expected availability of "2-3 weeks."

12/2/2022 - 12/9/2022 -- The 2-3 week window for book delivery from Teddy live date

12/6/2022 - 12/12/2022 -- GameStop Expected 3rd Qtr Earnings Report Date

12/13/2022 -- Third Anniversary of Ryan's father's passing -- This project is something Ryan has done to

honor his father's memory.

****Did plans get scrapped/scaled back because of Baby's leadership and rising interest rates putting pressure to focus on profitability? Or are we about to witness the launch of Chewy 2.0, as a subsidiary of GameStop -- an online baby retailer with the more sticky customers that are Ryan's wheelhouse -- that will help move GameStop toward profitability?****

****Could it be that GameStop served as an incubator -- that those fulfillment centers are exclusively for Teddy -- if Teddy is a subsidiary could it be planned to spin it off with its newly built infrastructure as a standalone company? Updating legacy systems is costly and hard, but what about building an entirely new system from scratch for a new company inside one that has antiquated ones?****

****Is that why they paid off all GameStop's debt, so creditors couldn't keep them from carving it out? How regarded am I?****