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economic development art
business **Pride**
science agriculture
bulldog **Tradition**
english engineering
Starkville Community
design **Research**
architecture economics
music **Student Life**
chemistry veterinary
landscape geography
alumni **Technology**
mathematics
foreign language
aerospace
Information *biology*



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Beau Black
Molly A.A. Ford-Coates
Amber J. Palmer
Jason G. Papale

Jeffrey Rupp
jr64@msstate.edu
Office: 662.364.7021



Meet the Team



Beau Black

Starkville, MS

Bachelor's in Philosophy
Supervisor at Starbucks



Molly Ford-Coates

Clarksville, TN

Bachelor's in Spanish
University of Florida

Amber Palmer

Brandon, MS

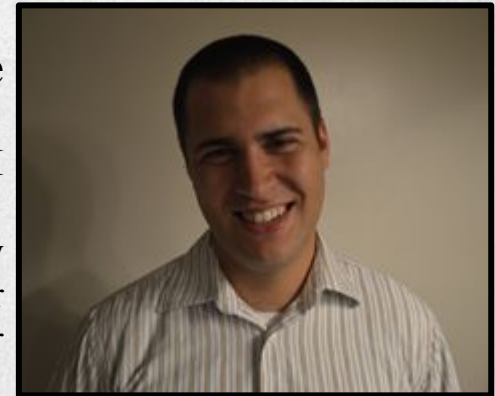
Project Coordinator at
Mississippi Institutions
of Higher Learning



Jason Papale

Kailua, HI

US Navy
Submarine Officer
Tactics Instructor



Project Focus

- Who Wants IFish?
- How does IFish Create Value in the Existing Market?
- How does IFish Reach the Consumer?
- How does IFish Deliver the Product?



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Who Wants IFish?



IFISH



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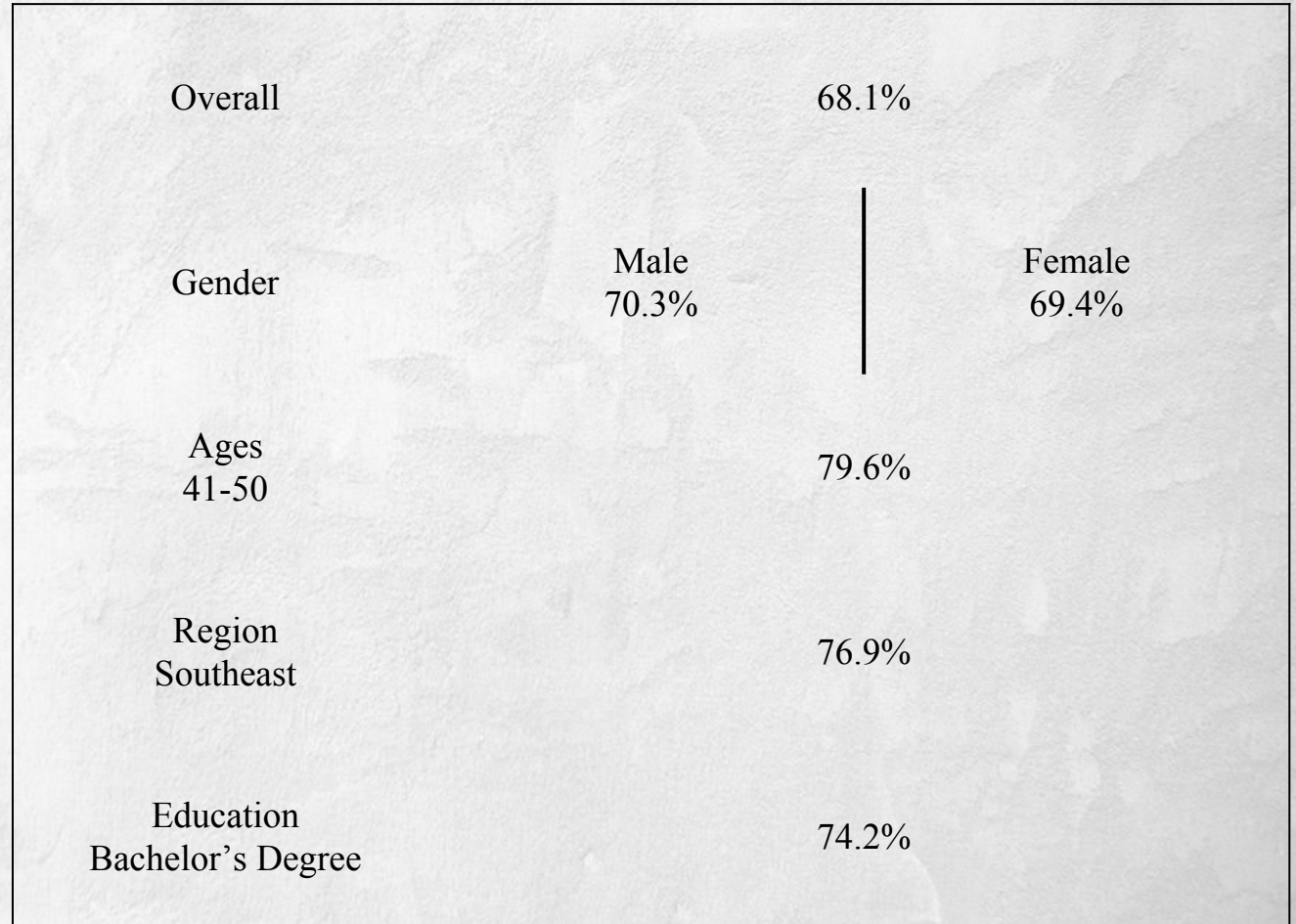
Brand Familiarity

| High Familiarity | |
|------------------|-------|
| Columbia | 58.6% |
| L. L. Bean | 48% |
| Patagonia | 41.5% |

| Low Familiarity | |
|-----------------|-------|
| Huk | 28.0% |
| Southern Fin | 24.6% |
| Gillz | 23.6% |
| Mojo | 23.0% |
| AFTCO | 19.9% |
| Avid | 19.6% |

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IFish Interest



Apparel Factor Importance

| | |
|----------|-------|
| Quality | 76.6% |
| Comfort | 74.6% |
| Features | 68.2% |
| Price | 65.7% |



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How does IFish Create Value in the Existing Market?



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Overview of Analysis

- Product areas examined
 - Long sleeve performance shirts
 - Short sleeve performance shirts
 - Shorts
 - Ball caps
 - Visors
 - Mesh hats
- Dimensions examined
 - Price
 - Features
 - Fabrics
 - Manufacturing location
 - Options



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Long Sleeve Shirts

| Company | UV Protection | Cooling | Quick Dry | Antimicrobial | Stain Release |
|-----------------|---------------|---------|------------|---------------|---------------|
| <i>Gillz</i> | 100% | 67% | 100% | 100% | 100% |
| <i>Huk</i> | 81% | 81% | 81% | 94% | 81% |
| <i>Pelagic</i> | 75% | 75% | 50% | 25% | 75% |
| <i>Magellan</i> | 83% | 17% | 83% | 0% | 0% |
| <i>Industry</i> | 81% | 33% | 79% | 44% | 42% |

Magellan



\$19.99
Quick Dry
UV Protection

Huk



\$34.99
All Features

Short Sleeve Shirts

| Company | UV Protection | Cooling | Quick Dry | Antimicrobial | Stain Release |
|---------------------|---------------|---------|------------|---------------|---------------|
| <i>Huk</i> | 41% | 82% | 82% | 47% | 47% |
| <i>Mojo</i> | 100% | 0% | 50% | 100% | 0% |
| <i>Under Armour</i> | 0% | 0% | 100% | 0% | 0% |
| <i>Industry</i> | 60% | 48% | 71% | 42% | 25% |

Mojo



\$24.99
Quick Dry
UV Protection
Antimicrobial

Huk



\$34.99
All Features

Shorts

| Company | UV Protection | Cooling | Quick Dry | Antimicrobial | Stain Release |
|-----------------|---------------|---------|------------|---------------|---------------|
| <i>Gillz</i> | 100% | 0% | 100% | 100% | 100% |
| <i>Huk</i> | 100% | 40% | 100% | 40% | 40% |
| <i>Magellan</i> | 38% | 0% | 50% | 0% | 13% |
| <i>Industry</i> | 53% | 9% | 68% | 19% | 35% |

Magellan



\$19.99
UV Protection

Gillz



\$59.99
Quick Dry
UV Protection
Antimicrobial
Stain Release

Ball Caps

| Company | UV Protection | Cooling | Quick Dry | Antimicrobial | Stain Release |
|------------------|---------------|---------|-----------|---------------|---------------|
| <i>Magellan</i> | 0% | 0% | 0% | 0% | 0% |
| <i>Patagonia</i> | 0% | 0% | 20% | 0% | 0% |
| <i>Industry</i> | 19% | 4% | 26% | 4% | 7% |

Magellan



\$4.99
No Features

Patagonia



\$35.00
No Features

Visors

| Company | UV Protection | Cooling | Quick Dry | Antimicrobial | Stain Release |
|-----------------|---------------|---------|-----------|---------------|---------------|
| <i>Huk</i> | 0% | 0% | 0% | 0% | 0% |
| <i>Magellan</i> | 0% | 0% | 50% | 0% | 0% |
| <i>Industry</i> | 0% | 7% | 33% | 4% | 7% |

Magellan



\$7.99
No Features

Huk



\$22.99
No Features

Mesh Hats

| Company | UV Protection | Cooling | Quick Dry | Antimicrobial | Stain Release |
|-----------------|---------------|---------|-----------|---------------|---------------|
| <i>Columbia</i> | 0% | 0% | 0% | 0% | 0% |
| <i>L.L Bean</i> | 0% | 0% | 100% | 0% | 0% |
| <i>Magellan</i> | 0% | 0% | 67% | 0% | 0% |
| <i>Industry</i> | 1% | 0% | 10% | 0% | 0% |

Magellan



\$4.99
UV Protection

Columbia



\$30.00
No Features

Strategic Positioning: Shirts and Shorts

- Differentiation strategy
 - Emphasis on quality and features
 - Few competitors offer products with all features
 - Huk, Pelagic, Gillz
 - Recommended strategy
- Cost leadership strategy
 - Emphasis on cutting costs
 - Few competitors attempt to compete on price
 - Magellan
- May need UV protection and a quick dry feature to remain competitive



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Brand Management: Hats

- Customers treat hats differently
 - No discernible connection between a hat's price and its features.
 - Customers likely more concerned with brand image and perception of quality than tangible features
- Strategic position establishes brand image
 - Differentiation: brand image of high quality
 - Cost leadership: brand image of “entry-level” quality
- Hats must complement strategic positioning decision
 - Pricing of hats is critical



Other Ways To Create Value

- Manufacturing products domestically
 - More than 93% products imported in all product areas
 - No products made in U.S.A. for short sleeve shirts, mesh hats, and shorts
- Socially or environmentally friendly causes
 - Eight companies currently advertise contribution
 - Different ways of contributing
 - Portion of each sale
 - Portion of overall profit
 - Supply chain management
- Options for women and youth
 - Women options across all product areas: 13.8%
 - Youth options across all product areas: 10.4%



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How Does IFish Reach the Consumer?



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Social Media Platforms Analyzed



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Company Posts



AFTCO & CCA expand partnership to help protect our ocean resources and ensure a sustainable fishery for future generations. Learn more about the partnership and conservation efforts at the link below:

<https://aftco.com/cca>



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Lifestyle Posts



“Golden hour
is best spent on
the water.”



“When the
fish are worth
the ride out.”
~Huk



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Fishing Posts



“GILLZ PRO Staff Tiger Hoffman with a nice west coast Snook. He is wearing the Stormy Seas Pro Striker.”



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Social Media Identity

IFish needs to have a social media presence on all three platforms.



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Target Number of Weekly Posts/Tweets for IFish

| Fishing/Catches | Lifestyle | Company/Promotions | Total Number of Posts |
|-----------------|-----------|--------------------|-----------------------|
| 6 | 2 | 2 | 10 |



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Managing Tools



Buffer

How Else Can We Reach These Customers?

- Blog/News Page
 - 9 competitors
- Newsletter/Email Mailing List
 - 14 competitors
- “Contact Us” Popup Tab
 - 6 competitors

Contact Me

Name:

Email Address:

Message:

Send Message



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How Does IFish Deliver the Product?



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Options for Fulfillment

- Fulfill orders internally










- Third-party fulfillment company



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Companies Chosen

| | | | |
|---|--|---|---|
|  |  |  |  |
| 83.5% consumer interaction | Over 16 years experience | Helps company promote brand | Top-notch fulfillment service for less |
|  |  |  |  |



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E-Fulfillment Fees

| |  |  |  |  |
|------------------------|---|---|---|---|
| Receiving | No charge | \$8.95 per 30 minutes to unload | \$13.25 per pallet | \$35 per shipment |
| Storing | Charged by the cubic foot | Charged by the cubic foot | Charged by the pallet | Charged by the pallet |
| Pick & Pack | Standard: \$2.41 - \$4.18 | \$2.20 for the first item, \$0.55 for additional items | \$2.55 for first item, \$0.30 for additional items | Included in shipping fee |
| Shipping | Included in Pick and Pack fee | Discounted | Discounted | Discounted |



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IFish's Internal Cost Assumptions

- Wages for packager:
 - National mean wage: \$11.74
 - National median wage: \$10.64
 - Minimum wage in MS: \$7.25
- Shipping Rates:
 - FedEx: \$4.03
 - UPS: \$5.02
 - USPS: \$3.65
- Storage cost for one shirt:
 - \$0.10



IFish's Internal Cost Examples

| Wage | Shipping Company | Shipping Rate | Storage Cost | Total Cost |
|---------|------------------|---------------|--------------|------------|
| \$7.25 | FedEx | \$4.03 | \$0.10 | \$11.38 |
| \$10.64 | UPS | \$5.02 | \$0.10 | \$15.76 |
| \$11.74 | USPS | \$3.65 | \$0.10 | \$15.49 |



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Comparison of Costs

| |  |  |  |  |  |
|------------------------|---|--|---|---|---|
| Storing | \$0.10 | \$0.08 | \$0.04 | \$0.03 | \$0.08 |
| Pick & Pack | \$2.42 | \$2.41 | \$2.20 | \$2.55 | Included in shipping |
| Shipping | \$4.03 | Included in pick and pack | \$2.82 | \$2.82 | \$2.82 |
| Total Cost | \$11.38 | \$2.49 | \$7.55 | \$5.40 | \$2.90 |



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Customer Service

- Returns of merchandise
 - Items will be inspected when received
 - Damaged items will be removed from inventory
 - Company will work with account manager if item is in sellable condition
- What competitors offer:
 - Free returns for dissatisfaction
 - Free shipping



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Recommendations

- Add ecommerce to website
- Set up social media accounts
- Fulfill orders internally until 1,000 orders per day are received
- Upon reaching more than 1,000 orders per day, partner with Amazon



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Summary

- Who Wants IFish?
- How does IFish Create Value in the Existing Market?
- How does IFish Reach the Consumer?
- How does IFish Deliver the Product?



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Thank You!



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