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Executive Summary

IFish, a fishing apparel company, has not sufficiently explored its method for creating the most value for the largest number of potential customers while simultaneously maximizing value for the company. Specifically, IFish has yet to establish a deliberate product positioning strategy, establish a means by which customers can connect to IFish via social media, or adequately explore eFulfillment services. Consequently, the objectives of this study were to: identify gaps in the marketplace left by the competition and promising target markets, determine the approximate value of social media to IFish and layout a plan for utilizing social media to interact with potential customers, and evaluate the feasibility and potential benefits associated with eFulfillment services.

To achieve these objectives, several methods were implemented. First, data were collected from 523 people using surveys and focus groups which assessed customers' needs, perceptions of price, and perceptions of features. Second, an extensive analysis of the fishing apparel market was performed using data on 15 companies assessed to be competitors of IFish. Third, utilizing Ebscohost and Business Source Complete, the team studied the impact and efficacy of social media marketing and then developed an appropriate plan based on that research. Lastly, the team collected data on the cost structures associated with various eFulfillment companies via direct contact and then formed an appropriate recommendation based on that data.

The highlight of the research are as follows:

Consumer Summary

- Marketing should target college graduates aged 41-50 in the Eastern and Southern regions of the country.

- Quality, comfort, and functional features are more important to consumers than price.
- IFish needs to start working with large retailers when possible.

Competition Summary

- Less than two percent of fishing apparel product were made in the U.S.A.
- Women and children appeared to be underserved markets. (supported by survey data)
- Across all product categories, the two most recurring apparel features were moisture-wicking and UV protection.
- Approximately half of websites for performance fishing apparel brands associated themselves with an environmentally friendly cause.

Social Media Summary

- The benefits of social media include (a) connecting with consumers, (b) branding, and (c) disseminating information.
- It is imperative that IFish have a presence on Facebook, Instagram, and Twitter.
- IFish's posts should be in the categories (a) fishing/catches posts, (b) lifestyle posts, and (c) company/promotions posts in a 60/20/20 ratio.
- There are social media managing tools such as Hootsuite and Buffer to help after the platforms are set up.

eFulfillment Summary

- Cost estimations to fulfill the order of one shirt included: Amazon (\$2.49), eFulfillment Service (\$7.55), Red Stag (\$5.40), Shipbob (\$2.90), and IFish (\$11.38).
- Until IFish receives at least 1,000 orders per day, it should fulfill orders internally.
- Upon reaching more than 1,000 orders per day, the team recommends that IFish partners with Amazon to fulfill orders.

Consumer Analysis

Method

Survey method. To gain an understanding of IFish's market, a survey was distributed to local fishing teams, a team of scientists studying fish at Mississippi State University, fishing forums, and through Amazon's Mturk service. The survey addressed the following questions:

1. What brands are the potential consumers most familiar with (Dawes, 2009; Wong & Sidek, 2008; Xiao & Hawley, 2009)?
2. What do the potential customers value most in products (Klerk and Lubbe, 2010; Naidoo, 2013; Swinker & Hines, 2006; Olson & Jacoby, 1972; Chi & Kilduff, 2011)?
3. Where do the potential customers shop?
4. What do the potential customers value most in online shopping experiences (Jiang, Yang, & Minjoon, 2013; Forsythe, et. al., 2006; Ahamad & Zafar, 2014)?
5. Where do the potential customers get their information from (Hutter, et. al., 2013)?
6. How much interest do potential customers show in purchasing the IFish product for themselves or others (Ko, et. Al., 2011)?

A Likert scale was utilized to create aggregated factors to answer question two, and these responses were tested using Mann Wilcoxon and simple t-tests in SPSS to ensure their validity and reliability. Furthermore, to identify the most promising market, buying preferences for IFish's product were analyzed across several demographic characteristics. Survey respondents who had never participated in outdoor water activities were removed from the data analysis to ensure an accurate representation of the potential customer base. After culling null responses and responses from those who had never fished (~50 responses altogether), 503 survey responses remained. Almost half of the responses came from people aged 21-30, and two-thirds of responses came from men.

Focus group method. Focus groups were seen as an attractive research tool in this study, as it allowed for a deeper understanding of the consumers' evaluation of IFish products than could be achieved with close-ended questions. This deeper insight was important because, according to Naidoo (2013), a consumer's apparel decision-making process is driven primarily from his or her evaluation of the apparel's quality. Knowing the factors which influence this evaluation, in turn, supported objective one, the identification of promising target markets and gaps in the marketplace left by the competition. Specifically, it allowed for a juxtaposition of those factors which matter to the consumer when choosing to purchase fishing apparel items and those which market is currently providing. Further, focus groups provided an attractive method of qualitative research for this study as they facilitate: the exploration of a range of opinions, perceptions, ideas, or feelings which individuals may have; the discovery of factors which influence opinions, behavior, and motivation of individuals; the emergence of ideas from the group; and the ability to pilot-test ideas or materials (Krueger & Casey, 2000).

In order to achieve the first objective, two focus groups were conducted using the focus script provided in Appendix A. The focus group script aimed to support the accomplishment of objective one via three sub-objectives. The first sub-objective was to better understand how various performance fishing apparel qualities impact a consumer's purchasing decision. The second sub-objective was to develop a better understanding of possible gaps in the marketplace and thereby identify possible opportunities to better serve the needs of the consumer. The third sub-objective was to determine the relative strengths and weaknesses of IFish's performance fishing apparel products and the overall degree of perceived quality, as measured by price.

In order to develop a better understanding of how various performance fishing apparel qualities impact a consumer's purchasing decision, participants were asked to share the qualities which came to mind when thinking of fishing apparel. During this discussion, the moderator

asked prodding questions as necessary to ensure that intrinsic, extrinsic, functional, and aesthetic qualities were all discussed prior to proceeding (Naidoo, 2013). Once a full spectrum of apparel qualities had been discussed, the participants were asked to rate the relative importance of those qualities by categorizing them as “must haves,” “nice to haves,” and “delighters.” The participants were then asked to discuss which quality was the most impactful on their decisions to purchase apparel.

Next, participants were asked to provide insight as to how well the existing market was meeting their fishing apparel needs and how the existing market could be changed to better meet their needs. The participants were then asked to provide some insight as to when they might purchase fishing apparel products. After these questions, participants were provided with an actual IFish long sleeve shirt and a pair of IFish fishing shorts.

After all of the participants were able to touch and examine the IFish products, they were asked to share their perceptions regarding the feel of the product and their feelings about the logo and any religious affiliations which they perceived it to have. Next, they were asked to discuss which qualities that they perceived the products to have. Lastly, they were asked to share how much they would be willing to pay for the products.

General Perceptions of Fishing Apparel

Brand familiarity. To begin, it was important to identify the most recognizable brands so that IFish could understand the competition. Fourteen total brands were rated with Table 1, summarizing the results for the most familiar brands, along with the specific brands identified by the client. Nearly 60% of the participants indicated that they were extremely or very familiar with Columbia and L. L. Bean fishing apparel. Patagonia was the next most known brand with 41.5% of the participants indicating that they were either extremely or very familiar with Patagonia’s fishing apparel. The brand with the highest familiarity suggested by the client was

Huk, settling for less than 30% of very or extremely familiar ratings. The full list of competing brands and the participants' responses are presented in Appendix B. Those brands whose names are marked with an asterisk (*) below the top three ranked brands were provided as a compiled list of competition by Bill Laws.

Table 1

Brands Survey Participants Familiarity

	<i>Extremely Familiar</i>	<i>Very Familiar</i>	<i>Familiar</i>	<i>Somewhat Familiar</i>	<i>Completely Unfamiliar</i>
Columbia	29.6%	29.0%	25.0%	9.1%	7.3%
L.L. Bean	23.9%	24.1%	28.9%	12.5%	10.6%
Patagonia	19.5%	22.0%	22.8%	13.2%	22.4%
AFTCO*	6.5%	13.4%	16.1%	16.3%	47.6%
Avid*	7.9%	11.7%	18.8%	22.7%	38.9%
Gillz*	8.5%	15.1%	17.7%	15.3%	43.5%
Huk*	13.4%	14.6%	20.9%	16.0%	35.0%
Mojo*	9.7%	13.3%	19.8%	17.9%	39.3%
Southern	10.4%	14.2%	16.5%	14.4%	44.5%
Fin*					

*Firms provided by Bill Laws as a list of IFish's competition.

Apparel factor importance. When buying, fishing apparel participants tended to value most (in order of importance): quality, comfort, price, and functional features. Table 2 considers the apparel factors whose mean importance rating stands at important or above. Quality and

comfort were each ranked as extremely or very important by almost 80% of respondents, followed closely by both price and functional features. Other features with ratings of important or above include: material, design, style, and environmentally friendly.

The focus groups felt that the most important features were lightweight, breathability, and quick-dry/moisture-wicking. Second-tier features were mostly aesthetic in nature, with color and style being most prominent. When it came to making a purchase decision, the focus group participants were mostly focused on comfort and price. It is worth noting that the focus groups felt that their needs were being met by the current market offerings. Finally, the focus groups considered the price of the IFish products and decided that (on average) the shirt was worth \$25 and the shorts were worth \$35.

Table 2

Apparel Factor Importance

	<i>Extremely Important</i>	<i>Very Important</i>	<i>Important</i>	<i>Somewhat Important</i>	<i>Not Important</i>
Quality	37.0%	39.6%	15.6%	5.3%	2.6%
Comfort	37.1%	37.5%	18.9%	4.7%	1.8%
Price	30.5%	35.2%	25.0%	8.5%	8%
Functional Features	31.2%	37.0%	20.9%	7.3%	3.6%
Material	23.9%	38.1%	25.2%	9.9%	3.0%
Design	20.3%	30.0%	30.6%	15.2%	3.9%
Style	15.0%	25.4%	32.5%	18.3%	8.7%
Environmentally Friendly	16.7%	25.0%	23.6%	21.5%	13.2%

Where respondents most often see products. Table 3 considers the top five places where respondents most often saw the brands they were familiar with. The percentage represented is the cumulative percentage of consumers who placed the following retailers in their top five locations for product interaction. The consumers seemed to have mostly online interaction with the products in this category, with Amazon sitting at a whopping 83.5% - making it the place where consumers were most likely to interact with performance fishing apparel. Bass Pro trailed at a respectable 75%, Academy at 65%, and Cabela's and Dick's Sporting Goods ranked at an approximate 47%.

After considering where they make purchases, it is worthwhile to note when consumers make these purchases. The focus groups revealed a market ruled by mostly impulse buys and secondary seasonal purchases at the beginning of the warm months of the year. The consumers were also particularly interested in buying in-store to ensure fit.

Table 3

Product Interaction Location

Location	Percent
Amazon	83.5%
Bass Pro	74.9%
Academy Sports	65.4%
Cabela's	47.3%
Dick's Sporting Goods	46.7%

Perceptions of IFish products. After asking respondents to consider a series of images depicting IFish products, participants indicated how likely they were to buy IFish products on a

five-point Likert scale (ranging from “Not Likely” to “Extremely Likely”). Merging the responses from those who indicated that they were “Likely,” “Very Likely,” or “Extremely Likely,” the respondents were fit into two categories for the table below: “Would Likely Buy” and “Would Not Likely Buy.” These categories have been broken down over several demographic features, including: gender, age, region, and education. Overall, the response to IFish products in the survey was glowing. The bulk of responses, 68% (or approximately two out of every three persons surveyed), said that they would be interested in buying the IFish product. Table 4 summarizes these findings.

Specifically, men were only slightly more likely than women to be interested in purchasing IFish apparel (70.3% for men compared to 69.4% for women). A wide age range of people seem to have interest in IFish products, though the percentage of interested parties seemed to drop off sharply past age 50. The trend was a growing interest from ages up to 50: 62% in the youngest age group to nearly 80% in ages 41-50 before dropping off sharply to 44% in the post-50 category. The Midwest and West were the least interested regions, while the South and East showed considerable interest in IFish apparel (varying only slightly from 72% to 80%). While interest remained stable among the rest of the parties concerning education, those parties with bachelor’s degrees had an approximately 10% higher average interest in purchasing IFish products than did others.

When presented with IFish products in person, the focus groups responded contradictorily on the likeability of the shirt and shorts (mostly based upon materials). One group particularly liked the shirt and disliked the shorts, and vice versa. This could represent a love-it-or-hate-it mentality in this product category, or could simply represent the different experiences of the materials each group had. One person stated, “The shirt is exactly how we described it – lightweight, breathable... light color.” Another person stated, “There was no stretch to the

shorts.” Both groups were interested in full-close pockets on the shorts because “they leave room for something to come out.” The logo was universally liked, and the religious theme was not initially perceived by either group (though it was well-received after revelation). When talking about a religious theme, the focus group consumers were interested in whether or not the company was involved in any good causes. They were more interested in what they considered Christian action than Christian branding.

Though the focus group participants were familiar with professional fishing and its move towards full body coverage (long-sleeve shirts), they also felt that non-competitive fishermen who are interested in getting more sun were a significant segment, as well. They considered tank tops a missing apparel item within this product category.

Table 4

Buying Preferences

	Would Likely Buy		Would Not Likely Buy	
	Percent	N	Percent	N
Overall Buying Preferences of All Respondents	68.1%	340	31.9%	159
Buying Preferences Based on Gender				
Female	69.4%	125	30.6%	55
Male	70.3%	227	29.7%	96
Buying Preferences Based on Age Groups				
20 and Below	62.1%	18	37.9%	11

	Would Likely Buy	Would Not Likely Buy		
	Percent	N	Percent	N
21-30	68.9%	158	31.1%	71
31-40	71.3%	102	28.7%	41
41-50	79.6%	39	20.4%	10
51+	44.8%	13	55.2%	16

Buying Preferences Based on Region

Midwest	50%	36	50%	36
Northeast	72.4%	76	27.6%	29
Southeast	75.4%	169	24.6%	55
Southwest	76.9%	50	23.1%	15
West	58.3%	21	41.7%	15

Buying Preferences Based on Education

Graduate or Professional Degree	63.9%	46	36.1%	26
Bachelor's Degree	74.2%	175	25.8%	61
Associate's Degree and Some College	66.7%	92	33.3%	46
High School and Some High School	68.5%	37	31.5%	17

Gift purchase. Survey respondents were also asked whether they would consider buying IFish products for others, as gifts. Only 19% rated themselves as extremely likely to purchase IFish products as gifts for others, but nearly 70% rated themselves as likely or above.

Table 5

Gift Purchase

Response	Percent	N
Extremely likely	18.9%	96
Very likely	25.4%	129
Likely	24.1%	122
Somewhat likely	16.6%	84
Not likely	15.0%	76

Website features. Consumer attitudes toward website features were also surveyed. A full list of these features is available in Appendix B. Every feature chosen to be represented on Table 6 had at least a mean rating of important (3) on a five-point Likert scale, so Table 6 considers those items whose mean rating was very important (4) or above to limit those items under consideration. A consumer's three most important features of a retail website were: personal data security, ease of shopping, and product pictures. 50% rated personal data security as extremely important – far outstripping the next two most important options, rated as extremely important by approximately 37% each (ease of shopping and product pictures).

Table 6

Website Feature Importance

	<i>Extremely Important</i>	<i>Very Important</i>	<i>Important</i>	<i>Somewhat Important</i>	<i>Not Important</i>
Personal Data	50.3%	24.8%	16.4%	6.9%	1.6%
Security					
Ease of Shopping	36.4%	37.5%	19.0%	5.9%	1.2%
Product Pictures	37.4%	36.6%	18.6%	5.9%	1.6%

Informing the consumer. Consumers received the bulk of their information from peers, at 83%. Brand websites followed closely at 80.9%. It is likely that the second source of information (brand website) will follow the first (peer), so providing a space for people to look at products online is, therefore, a very important tool for iFish. Table 7 includes those items ranked in the top five of survey responses.

Table 7

Product Information Location

<i>Information Location</i>	<i>Percentage</i>
Peers	83.0%
Brand Website	80.9%
Blogs	73.8%

<i>Information Location</i>	<i>Percentage</i>
Retailer Website	72.3%
Social Media	65.2%

Conclusions

The main competition in this category is higher-end. Columbia, L.L. Bean, and Patagonia are all powerhouses known for their quality. These are recognizable names in many households. These companies also happen to have diverse product offerings outside of performance fishing apparel. And, while those surveyed said that price was an important factor to them, they also listed three of the high-price brands as those with which they are most familiar. This reinforces the numbers that suggest quality and comfort are more important than price in the mind of the consumer. Consumers in this category are willing to pay a premium for a better quality and more comfortable product.

Amazon is the number one place that the survey respondents said that they “interacted” with the products in this category. With the mass-market data collection of Amazon, it’s not hard to see how they provide value to customers. Following that, Bass Pro, Academy, Cabela’s and Dick’s round out the top places where consumers interact with these products. These big box stores have a lot of influence in what consumers become familiar with.

Following, it is important to note that men are only slightly more willing than women to buy IFish products. Expanding the line to include items more geared towards women might be a money-making avenue. The group that showed the highest percentage of interest based upon age was 41-50; however, it is worth noting that the number of respondents here are relatively low

compared to some of the other age groups. Therefore, it might be said that a slightly larger percentage of a greatly diminished pie is still only a small slice. Behind that, the 21-40 age group was relatively comparable in high percentages and was also more well-represented in the survey responses.

The highest number of responses came from the Southeast, and the home region for IFish presented a great interest in IFish products. The Northeast and Southwest might be worth expansion consideration. Finally, in terms of demographics, the education group that showed the most interest in purchasing IFish products was made up of those who have acquired a bachelor's degree. This might be because they are likely to have a higher disposable income, or it could represent some other set of unknown factors.

When thinking about a clothing website, the consumer has three main concerns: data security, ease of shopping, and the quality of the product pictures. However, assuring potential customers that all of these factors have been taken care of in equal measure should be sufficient to appease them. Lastly, when it comes to where customers go for information about a product, word-of-mouth has always been one of the most powerful known factors. Consumers then consult the brand's own website, so completing that project should be a high priority. These two are closely followed by blogs, retailer websites, and social media. Reaching out to blogs (or starting one based upon models being used by other fishing apparel groups) could be an important step in creating good advertising relationships.

Recommendations

Based upon the survey and focus group data which defined the specific features of customer interest and shopping preferences in performance fishing apparel, there are a few important recommendations. First, the focus for creating IFish products needs to be on quality and comfort first, before price. This will allow IFish to not only differentiate itself from the

majority of its competitors in the fishing apparel market but also to narrow its focus to the segment of customers desiring higher-end products rather than mid-range or inexpensive ones. Additionally, women and children are underserved markets for which IFish could create products. IFish needs to start working with large retailers when possible. Marketing should target college graduates aged 41-50 in the Eastern and Southern regions of the country. The IFish website needs to communicate data security, facilitate easy navigation and shopping with as few clicks as possible, and present high-quality images of the products. Finally, IFish needs to build word-of-mouth, finish the website and social media pages, and contemplate either building a blog or building relationships with fishing bloggers.

Competition Analysis

Methods

To identify gaps in the marketplace left by the competition, research regarding the competitions' product offerings was performed. Specifically, the following companies were researched: Aftco, Avid, Columbia, Costa Del Mar, Gillz, Guy Harvey, Huk, L.L. Bean, Magellan, Mojo, Patagonia, Pelagic, Salt Life, Southern Fin, and Under Armour. For each firm, information was collected that was related to product pricing, features, material composition, number of available colors and sizes, manufacturing location, and contribution to social or environmental improvement efforts. While comprehensive, the analysis was limited to products which were equivalent to IFish's product offerings. This consisted of long sleeve performance fishing shirts, short sleeve performance fishing shirts, fishing shorts, ball caps with a fishing theme or features, visors with a fishing theme or features, and mesh-backing hats with a fishing theme or features. To ensure that meaningful comparisons were made, a performance fishing shirt was considered any shirt that had a fishing theme or fishing-specific features but was not 100% cotton and did not contain a collar or hood. Additionally, an analysis of the competitors' websites was performed in order to determine notable trends related to general business practices or website features.

At the data gathering level, the research process consisted of visiting a competitor's website, identifying products equivalent in design and purpose to IFish products, and then recording the data associated with those products. Because many companies displayed products varying only superficially as separate listings on their webpage, the goal was not to capture data on every product listing, as this would have resulted in significant redundancy and, in turn, led to a more unwieldy analysis. Instead, the objective was to obtain a representative sample of all products by identifying, in effect, the core products offered by the competition. Specifically, the

process entailed examining each listing's price and features, identifying the commonalities across listings, and then choosing one product to represent all variants of the same core product. If the differences between listings were not relatively superficial, or if there were different prices associated with different listings, regardless of the superficiality of the differences, the products were not grouped. Once identified, however, the following data was gathered for each core product: product name, regular price, sale price, level of SPF protection, inclusion of a cooling or ventilation property, inclusion of a quick drying or moisture wicking property, inclusion of an antimicrobial property, inclusion of a stain release or resistance property, the material composition of the fabric, the country of manufacturing, the number of sizes, and the number of color options. The detailed data for individual products can be found in Appendix C.

Two assumptions were made during the analysis. First, features which were not listed were assumed to not be associated with the apparel item. For example, if a product's listing did not state that the product had UV protection, a data entry of "not stated" was entered and it was assumed that the product did not include that feature. The second assumption pertained to the country where the product was manufactured. If a product's description did not state whether or not the item was imported, a data entry of "not stated" was entered, and it was assumed that the product was imported. In instances where the fabrics used to make the product were not listed, no assumptions were made; the data fields associated with fabric composition were simply annotated as "not stated" and omitted from the analyses.

Results

Long sleeve performance fishing shirts. Of the 15 companies examined, all of them offered long sleeve performance fishing shirts. Across these companies, 117 long sleeve performance fishing shirts were identified as core products for the purposes of this study, and the detailed findings are presented in Table 8. As shown in Table 8, prices ranged from \$14.99 to

\$100.00, with an average price of \$42.48 and a median price of \$40.00. Further, Table 8 shows that the vast majority of the products were imported, with Avid being the only company manufacturing any products in the USA. The lack of domestically manufactured products may represent an opportunity for IFish, as consumers may associate domestically produced products with higher quality.

Table 8

Competition Data for Long Sleeve Performance Fishing Shirts

Company	AFTCO	AVID	Columbia	Costa del Mar	Gillz	Guy Harvey	Huk	I.I. Bean	Magellan	Mojo	Patagonia	Pelagic	Salt Life	Southern Fin	Under Armour	Industry		
Products & Pricing																		
Total Number of Products Included in Study	15	11	10	2	3	11	16	7	6	10	7	8	7	2	2	117		
Average Price	\$35.60	\$37.31	\$39.60	\$	\$49.00	\$44.66	\$	\$39.18	\$45.30	\$52.40	\$19.99	\$42.06	\$55.57	\$59.25	\$41.00	\$44.95	\$47.49	\$42.48
Median Price of Product	\$35.00	\$39.95	\$40.00	\$	\$49.00	\$43.99	\$	\$36.00	\$47.49	\$39.95	\$19.99	\$41.95	\$55.00	\$51.00	\$38.00	\$44.95	\$47.49	\$40.00
Minimum Regular Price	\$30.00	\$29.95	\$26.00	\$	\$49.00	\$39.99	\$	\$32.00	\$29.99	\$29.95	\$14.99	\$35.00	\$49.00	\$49.00	\$32.00	\$34.95	\$39.99	\$14.99
Maximum Regular Price	\$45.00	\$44.95	\$50.00	\$	\$49.00	\$49.99	\$	\$45.00	\$59.99	\$79.00	\$24.99	\$49.95	\$69.00	\$100.00	\$64.00	\$54.95	\$49.99	\$100.00
Product Features																		
% on Sale	7%	9%	40%	0%	0%	0%	6%	14%	50%	10%	0%	0%	0%	50%	0%	0%	11%	
% with UPF or UV 30	0%	9%	30%	0%	0%	82%	0%	0%	33%	0%	0%	0%	86%	0%	50%	12%		
% with UPF or UV 50	93%	64%	70%	100%	100%	0%	0%	71%	17%	80%	43%	75%	14%	100%	0%	19%		
% with Undefined/Other Level of UV Protection	7%	0%	0%	0%	0%	0%	81%	14%	33%	0%	14%	0%	0%	0%	0%	0%	50%	
% with Some Form of UV Protection	100%	73%	100%	100%	100%	82%	81%	86%	83%	80%	57%	75%	100%	100%	50%	81%		
% with Cooling/Ventilation Capability	0%	0%	30%	0%	67%	0%	81%	14%	17%	50%	0%	75%	100%	0%	50%	33%		
% with Quick Dry/Moisture Wicking Capability	100%	73%	90%	100%	100%	82%	81%	86%	83%	80%	100%	50%	0%	100%	100%	79%		
% with an Antimicrobial Property	47%	0%	40%	100%	100%	64%	94%	29%	0%	0%	0%	25%	100%	50%	100%	44%		
% with a Stain Release/Resistance Property	73%	64%	10%	0%	100%	0%	81%	0%	0%	80%	0%	75%	0%	0%	0%	42%		
Product Materials																		
Average % of Cotton in Product	0%	29%	0%	0%	0%	0%	N/A	18%	0%	0%	0%	0%	0%	0%	0%	N/A	5%	
Average % of Spandex in Product	1%	0%	0%	0%	0%	4%	N/A	1%	0%	0%	3%	0%	12%	0%	N/A	2%		
Average % of Polyester in Product	97%	71%	100%	100%	100%	97%	N/A	80%	100%	100%	97%	95%	88%	100%	N/A	93%		
Average % of Rayon in Product	3%	0%	0%	0%	0%	0%	N/A	0%	0%	0%	0%	0%	0%	0%	N/A	0%		
Average % of Nylon in Product	3%	0%	0%	0%	0%	0%	N/A	0%	0%	0%	0%	0%	0%	0%	N/A	0%		
Manufacturing																		
% Imported	100%	91%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	
Product Variety																		
Average Number of Size Options	4.9	4.1	5.7	5.0	5.7	4.6	5.6	5.0	4.5	8.1	6.4	4.5	4.4	6.0	6.0	5.3		
Average Number of Color Options	2.9	2.4	5.0	3.0	1.0	1.9	4.6	2.3	6.8	3.4	8.7	2.8	2.1	1.0	2.0	3.6		
# which are for Women	0	1	2	0	0	3	2	2	1	0	3	1	2	0	0	17		
# which are for Children	4	1	2	0	0	0	2	0	1	1	0	0	2	0	0	13		

Table 8 also reveals trends regarding the features which should be included in long sleeve fishing shirts. First, of the 117 shirts included, 81% of them contained some form of UV protection, and 79% of them contained a quick drying or moisture wicking property. This indicates that these features are expected and not having them could be a dissatisfier. Additionally, only 42% of the shirts possessed a stain release or resistance property, only 44% possessed an antimicrobial feature, and only 33% possessed a cooling or ventilation feature. Of the 15 companies, only three offered a long sleeve shirt which possessed all five features: Gillz,

Huk, and Pelagic. The cheapest shirt with all five features was sold by Huk for \$34.99, and the most expensive shirt with all five features was sold by Pelagic for \$69.99. The cheapest shirt in the market was sold by Magellan for \$19.99, and it included only UV protection and moisture wicking. Since only three competitors offered shirts which included all five features, IFish may be able to create value in the existing market by offering shirts which contain these features, in addition to UV protection and a quick dry or moisture wicking property.

Additionally, most long sleeve performance fishing shirts were largely made of polyester. Specifically, of the 117 shirts studied, the average percentage of polyester in a given shirt was 93%. The other fabrics which were commonly incorporated in long sleeve performance fishing shirts included cotton and spandex; however, rayon and nylon were included in several shirts, as well. Notably, when these other materials were present, polyester was also a key material. For example, Avid offered a lower cost shirt featuring a “Dri-DNA” fabric made of 70% combed cotton and 30% microfiber polyester. Avid highlighted this combination of fabrics in its advertising, stating, “a performance cotton fishing shirt that gives [the customer] performance features normally found only in 100% microfiber shirts” (“Tournament Dri-DNA Long Sleeve”). Specifically, Avid’s Dri-DNA line of shirts offered 30+ UPF sun protection as well as a moisture wicking feature. Therefore, while polyester was the predominant fabric used in long sleeve performance shirts in this study, the combination of polyester with other, less expensive fabrics, such as cotton has allowed companies to cater to customers seeking a less expensive shirt but still desiring a baseline level of performance features. Several competitors also included different materials with polyester to obtain certain unique properties. For example, AFTCO offered a line of performance shirts made with a “Kottinu®” fabric, resulting in an “incredibly soft” feel and “dries faster and lasts up to six times longer than cotton” (“Haze Kottinu LS Shirt”). Thus, in addition to offering a full complement of features, IFish may be able to

differentiate itself by combining shirt materials in a unique way to create certain properties which are not offered by the competition.

Table 8 also shows the number of long sleeve performance fishing shirts offered by each company, as well as the options associated with those shirts. Specifically, options included: the number of sizes, the number of colors, the number of shirts made specifically for women, and the number of shirts made specifically for children. Notably, very few companies offered a selection of shirts with a wide variety of the options discussed. For example, Costa del Mar, Gillz, Southern Fin, and Under Armour did not offer long sleeve performance fishing shirts for women or children. Furthermore, of the companies that did offer long sleeve performance fishing shirts for women and children, the number of shirts which was offered was very low. Specifically, as can be seen in Table 8, of the 117 shirts included in this study, only 17 of them were for women, and only 13 of them were for youth. Expressed differently, on average, women's and children's long sleeve performance fishing shirts accounted for only 15% and 11% of the total market, respectively. Given this relatively low quantity of long sleeve performance fishing shirt options for women and children, a product line and an associated marketing effort directed specifically at women and/or children could represent an opportunity in the market. Lastly, Table 8 shows that the industry averages for a long sleeve performance fishing shirt's number of sizes and colors were about five and three, respectively. Therefore, maintaining a product line with at least this many sizes and colors could be important towards attracting potential customers.

Short sleeve performance fishing shirts. Of the 15 companies examined, only nine of them offered short sleeve performance fishing shirts. The six companies that did not offer long sleeve shirts included: Avid, Costa del Mar, Gillz, Magellan, Patagonia, and Southern Fin. Across the nine companies that did offer short sleeve performance fishing shirts, only 48 short sleeve performance fishing shirts were identified. Of all markets examined, the short sleeve

performance fishing shirt market was the least saturated. As shown in Table 9, prices ranged from \$18.00 to \$49.00, with an average price of \$31.53 and a median price of \$31.00. Additionally, all of the short sleeve performance fishing shirts in the market were imported, again, presenting an opportunity for iFish to create value for customers by providing products that are manufactured domestically.

Table 9

Competition Data for Shirt Sleeve Performance Fishing Shirts

<u>Company</u>	<u>AFTCO</u>	<u>Columbia</u>	<u>Guy Harvey</u>	<u>Huk</u>	<u>L.L. Bean</u>	<u>Mojo</u>	<u>Pelagic</u>	<u>Salt Life</u>	<u>Under Armour</u>	<u>Industry</u>
Products & Pricing										
Total Number of Products Included in Study	3	4	3	17	4	2	6	6	3	48
Average Price	\$32.00	\$ 31.00	\$ 29.33	\$34.40	\$ 29.95	\$24.95	\$31.83	\$30.83	\$ 24.99	\$31.53
Median Price of Product	\$30.00	\$ 31.00	\$ 30.00	\$34.99	\$ 29.95	\$24.95	\$34.00	\$30.50	\$ 24.99	\$31.00
Minimum Regular Price	\$30.00	\$ 22.00	\$ 26.00	\$19.99	\$ 24.95	\$24.95	\$18.00	\$23.00	\$ 19.99	\$18.00
Maximum Regular Price	\$36.00	\$ 40.00	\$ 32.00	\$44.99	\$ 34.95	\$24.95	\$49.00	\$40.00	\$ 29.99	\$49.00
Product Features										
% on Sale	0%	75%	0%	6%	0%	0%	0%	50%	0%	15%
% with UPF or UV 30	0%	50%	67%	0%	0%	100%	0%	83%	0%	21%
% with UPF or UV 50	67%	50%	0%	0%	75%	0%	17%	0%	0%	23%
% with Undefined/Other Level of UV Protection	33%	0%	33%	41%	0%	0%	33%	0%	0%	17%
% with Some Form of UV Protection	100%	100%	100%	41%	75%	100%	50%	83%	0%	60%
% with Cooling/Ventilation Capability	0%	50%	0%	82%	0%	0%	33%	83%	0%	48%
% with Quick Dry/Moisture Wicking Capability	100%	100%	100%	82%	75%	50%	50%	0%	100%	71%
% with an Antimicrobial Property	33%	50%	33%	47%	25%	100%	0%	83%	0%	42%
% with a Stain Release/Resistance Property	67%	0%	0%	47%	0%	0%	33%	0%	0%	25%
Product Materials										
Average % of Cotton in Product	0%	0%	16%	N/A	33%	N/A	N/A	6%	N/A	11%
Average % of Spandex in Product	0%	0%	4%	N/A	2%	N/A	N/A	10%	N/A	4%
Average % of Polyester in Product	88%	100%	78%	N/A	66%	N/A	N/A	82%	N/A	83%
Average % of Rayon in Product	12%	0%	0%	N/A	0%	N/A	N/A	2%	N/A	2%
Average % of Nylon in Product	0%	0%	0%	N/A	0%	N/A	N/A	0%	N/A	0%
Manufacturing										
% Imported	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Product Variety										
Average Number of Size Options	6.0	5.3	5.0	5.4	5.0	6.0	3.8	4.3	5.7	5.1
Average Number of Color Options	5.0	3.5	2.0	4.6	2.3	2.0	1.8	2.3	2.7	3.3
# which are for Women	0	0	1	0	0	0	5	1	0	7
# which are for Children	0	0	2	0	0	0	2	0	0	4

Similar to long sleeve performance fishing shirts, the features which were most commonly included were dry fit or moisture wicking and UV protection, albeit to a lesser degree than with long sleeve performance fishing shirts. As Table 9 shows, the percentage of short

sleeve performance fishing shirts with a dry fit or moisture wicking property and some form of UV protection was 71% and 60%, respectively. As with long sleeve performance fishing shirts, the market for short sleeve performance fishing shirts was predominantly filled with shirts which possessed some number of features but not all of them. Specifically, 48% included a cooling or ventilation feature, 42% included an antimicrobial feature, and 25% included a stain release or resistance feature. Of note, Huk was the only company which offered short sleeve performance fishing shirts with all these features, and they ranged from \$34.99 to \$39.99. At the lower end of the market, Mojo offered a short sleeve performance fishing shirt which included UV protection, a quick dry feature, and an antimicrobial feature for \$24.99. Given that only one company offered short sleeve performance fishing shirts which included a full complement of features, IFish may be able to realize a competitive advantage by offering shirts which include all five features. At a minimum, IFish should strongly consider including UV protection and a dry fit or moisture wicking property, as over half of the shirts included in this study included those features.

As with the long sleeve performance fishing shirts, the majority of short sleeve shirts were made of polyester with some shirts including varying degrees of other materials such as cotton, rayon, and spandex. As shown in Table 9, across the industry, a short sleeve shirt was made of, on average, 83% polyester, 11% cotton, 4% spandex, and 2% rayon. As with long sleeve shirts, some competitors combined cotton, spandex, and rayon with polyester to achieve either a lower cost shirt with some performance features or a shirt which included unique properties due to a special blend of fabrics. Therefore, the same opportunities regarding fabric selection which exist for the long sleeve performance fishing shirt market also exist within the short sleeve performance fishing market.

Regarding the short sleeve shirt options, the trends appear to be similar to those present in long sleeve shirts but with less variability from company to company. Specifically, all companies except AFTCO offered between two to six kinds of short sleeve shirts; however, for long sleeve shirts this number was expanded to anywhere from two to 16. Also, as with long sleeve shirts, there were very few shirts options available for women and children. Specifically, only Guy Harvey, Pelagic, and Salt Life offered short sleeve performance fishing shirts for women; and only Guy Harvey and Pelagic offered short sleeve performance fishing shirts for children. On average, short sleeve performance shirts for women and children represented only 15% and 8% of the market, respectively. Thus, as with long sleeve performance fishing shirts, an opportunity likely exists within the short sleeve market for women and possibly even more so with children. Additionally, as with long sleeve shirts, short sleeve performance fishing shirts were offered in, on average, three colors and five sizes. Again, offering short sleeve performance fishing shirts with at least these numbers of options is recommended to remain at parity with the rest of the industry.

Fishing shorts. Of the 15 companies researched, 13 of them offered fishing shorts. Across these companies, 88 fishing shorts were identified as core products for the purposes of this study, and the detailed findings are presented in Table 10. As shown in Table 10, prices ranged from \$14.99 to \$100.00, with an average price of \$49.12 and a median price of \$50.00. Further, all of the fishing shorts in the market were imported, once again presenting an opportunity for IFish to potentially win market share by offering products made in the U.S.A.

Table 10

Competition Data for Fishing Shorts

Company	AFTCO	AVID	Columbia	Gillz	Guy Harvey	Huk	I.L. Bean	Magellan	Mojo	Patagonia	Pelagic	Salt Life	Under Armour	Industry
Products & Pricing														
Total Number of Products Included in Study	8	1	25	1	4	5	3	8	4	6	14	5	4	88
Average Price	\$53.88	\$54.95	\$ 43.08	\$59.99	\$ 53.75	\$55.99	\$ 59.63	\$ 18.49	\$52.74	\$ 68.33	\$58.14	\$51.60	\$ 46.24	\$ 49.12
Median Price of Product	\$52.50	\$54.95	\$ 40.00	\$59.99	\$ 52.50	\$54.99	\$ 49.95	\$ 17.99	\$54.98	\$ 69.00	\$59.00	\$54.00	\$ 47.49	\$ 50.00
Minimum Regular Price	\$45.00	\$54.95	\$ 22.00	\$59.99	\$ 49.99	\$49.99	\$ 49.95	\$ 14.99	\$46.00	\$ 49.00	\$48.00	\$40.00	\$ 24.99	\$ 14.99
Maximum Regular Price	\$62.00	\$54.95	\$100.00	\$59.99	\$ 60.00	\$59.99	\$ 79.00	\$ 24.99	\$55.00	\$ 79.00	\$69.00	\$56.00	\$ 64.99	\$100.00
Product Features														
% on Sale	0%	0%	36%	0%	0%	0%	33%	13%	50%	0%	0%	20%	25%	17%
% with UPF or UV 30	0%	0%	20%	0%	0%	60%	0%	38%	0%	0%	0%	0%	75%	3%
% with UPF or UV 50	88%	0%	56%	100%	25%	0%	67%	0%	0%	67%	7%	0%	0%	16%
% with Undefined/Other Level of UV Protection	0%	0%	0%	0%	25%	40%	0%	0%	0%	0%	0%	0%	0%	34%
% with Some Form of UV Protection	88%	0%	76%	100%	50%	100%	67%	38%	0%	67%	7%	0%	75%	53%
% with Cooling/Ventilation Capability	13%	0%	4%	0%	0%	40%	0%	0%	0%	0%	7%	60%	0%	9%
% with Quick Dry/Moisture Wicking Capability	75%	100%	48%	100%	75%	100%	100%	50%	0%	83%	86%	100%	75%	68%
% with an Antimicrobial Property	0%	0%	0%	100%	0%	40%	0%	0%	0%	0%	79%	0%	75%	19%
% with a Stain Release/Resistance Property	88%	0%	40%	100%	0%	40%	0%	13%	0%	33%	57%	0%	0%	35%
Product Materials														
Average % of Cotton in Product	0%	N/A	32%	N/A	0%	N/A	0%	12%	0%	0%	0%	N/A	N/A	16%
Average % of Spandex in Product	0%	N/A	0%	N/A	0%	N/A	5%	4%	0%	2%	0%	N/A	N/A	1%
Average % of Polyester in Product	54%	N/A	35%	N/A	97%	N/A	0%	72%	49%	17%	50%	N/A	N/A	44%
Average % of Rayon in Product	0%	N/A	0%	N/A	0%	N/A	0%	0%	0%	0%	0%	N/A	N/A	0%
Average % of Nylon in Product	48%	N/A	30%	N/A	0%	N/A	95%	12%	50%	65%	50%	N/A	N/A	36%
Manufacturing														
% Imported	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Product Variety														
Average Number of Size Options	7.1	6.0	6.6	5.0	7.3	6.6	5.0	6.6	6.5	6.7	5.6	6.2	6.8	6.4
Average Number of Color Options	6.3	4.0	3.8	2.0	2.8	2.6	2.0	3.6	2.5	5.3	2.5	2.6	4.8	3.6
# which are for Women	0	0	5	0	0	1	1	2	0	3	2	1	1	16
# which are for Children	1	0	7	0	0	0	0	2	0	0	4	0	0	14

As can be seen in Table 10, across the industry, the most common features included in fishing shorts were UV protection and a quick dry or moisture wicking feature. Specifically, on average, some form of UV protection was present in 53% of the shorts, and a quick dry or moisture wicking feature was found in 68%. On average, a stain release or repellent feature was present in 35% of the shorts, an antimicrobial feature was present in 19% of the shorts, and a cooling or ventilation feature was present in only 9% of the shorts. Magellan sold the cheapest pair of fishing shorts in the market for \$19.99, and it only included UV protection. Three companies offered fishing shorts which were relatively feature rich: Gillz, Huk, and Pelagic. These companies offered shorts which contained various combinations of four out of the five examined features for prices ranging from \$54.99 - \$59.99. Of note, there was not a company which offered a pair of fishing shorts which included all five of the examined features.

Therefore, the opportunities associated with product differentiation which existed in the short and long sleeve performance fishing markets exist at least to the same extent in the fishing shorts market. At a minimum, however, IFish should consider including UV protection and a dry fit or moisture wicking feature with its shorts to remain competitive with the rest of the market, given the prevalence of these features.

As with the performance fishing shirt markets, the fabric used in fishing shorts was primarily polyester. However, unlike the majority of the other product types, a significant percentage of fishing shorts were made with nylon. Across the entire fishing shorts market, a given pair of shorts consisted of 44% polyester, 36% nylon, 16% cotton, and 1% spandex. As can be seen in Table 10, the majority of companies offered shorts which varied significantly in fabric composition. For example, Columbia offered shorts made of 100% nylon, 100% cotton, 100% polyester, 32% polyester and 65% cotton, and various combinations of polyester and elastane. However, across the industry, diversification of fabrics used in the shorts did not appear to be a significant factor in determining the prices; several companies featured the same fabric composition in both their least expensive product and their most expensive one. Therefore, while most companies offered shorts made of various fabrics, the price was relatively insensitive to variations in fabric composition. This finding indicates that offering fishing shorts which vary in fabric composition may help IFish remain competitive in the fishing shorts market; however, it would appear unlikely to yield a competitive advantage.

Regarding the options associated with fishing shorts, one notable finding was that the women and youth markets did appear to be adequately served relative to the other product categories examined. Fishing shorts for women constituted 18% of the market, and fishing shorts for children accounted for 16%. The number of both color and size options mirrored those associated with performance fishing shirts. On average, there were about six size options and

four color options for fishing shorts. Given these findings, there may be some opportunity to create value in the existing market by offering more options for women and youth.

Ball caps. Of the 15 companies examined, 14 offered ball caps with a fishing theme or fishing features; the only company which did not was Gillz. Across these 14 companies, 57 ball caps were identified as core products for the purposes of this study, and the detailed findings are presented in Table 11. As shown in Table 11, prices ranged from \$4.99 to \$49.00, with an average price of \$24.46 and a median price of \$24.00. Of all of the product categories, ball caps had greatest relative difference between the maximum price and minimum price. Further, the percentage of ball caps which were imported was high at 93% across the industry. Of note, two companies did not import their visors: Southern Fin and Under Armour.

Table 11

Competition Data for Fishing-Related Ball Caps

Company	AFTCO	AVID	Columbia	Costa del Mar	Guy Harvey	Huk	J.L. Bean	Magellan	Mojo	Patagonia	Pelagic	Salt Life	Southern Fin	Under Armour	Industry
Products & Pricing															
Total Number of Products Included in Study	1	3	9	1	11	3	6	2	2	5	3	7	1	3	57
Average Price	\$18.00	\$26.28	\$ 27.89	\$ 22.99	\$ 20.00	\$22.66	\$ 23.96	\$ 8.99	\$20.48	\$ 38.60	\$31.33	\$ 20.57	\$ 34.95	\$ 22.32	\$ 24.46
Median Price of Product	\$18.00	\$26.95	\$ 30.00	\$ 22.99	\$ 20.00	\$22.99	\$ 22.45	\$ 8.99	\$20.48	\$ 35.00	\$29.00	\$ 20.00	\$ 34.95	\$ 21.99	\$ 24.00
Minimum Regular Price	\$18.00	\$24.95	\$ 20.00	\$ 22.99	\$ 12.99	\$19.99	\$ 14.00	\$ 4.99	\$19.95	\$ 35.00	\$27.00	\$ 18.00	\$ 34.95	\$ 19.99	\$ 4.99
Maximum Regular Price	\$18.00	\$26.95	\$ 35.00	\$ 22.99	\$ 26.00	\$24.99	\$ 39.95	\$ 12.99	\$21.00	\$ 49.00	\$38.00	\$ 24.00	\$ 34.95	\$ 24.99	\$ 49.00
Product Features															
% on Sale	0%	0%	78%	0%	0%	0%	50%	0%	0%	0%	14%	100%	0%	18%	
% with UPF or UV 30	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	43%	0%	0%	0%	0%
% with UPF or UV 50	0%	0%	67%	0%	0%	0%	33%	0%	0%	0%	0%	0%	0%	0%	5%
% with Undefined/Other Level of UV Protection	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	14%
% with Some Form of UV Protection	0%	0%	67%	0%	0%	0%	33%	0%	0%	0%	0%	43%	0%	0%	19%
% with Cooling/Ventilation Capability	0%	0%	22%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	4%
% with Quick Dry/Moisture Wicking Capability	100%	67%	44%	0%	0%	0%	33%	0%	50%	20%	33%	14%	100%	33%	26%
% with an Antimicrobial Property	0%	0%	11%	0%	0%	0%	0%	0%	0%	0%	33%	0%	0%	0%	4%
% with a Stain Release/Resistance Property	0%	0%	33%	0%	0%	0%	0%	0%	0%	0%	33%	0%	0%	0%	7%
Product Materials															
Average % of Cotton in Product	0%	N/A	30%	N/A	80%	0%	50%	83%	0%	60%	N/A	0%	N/A	0%	36%
Average % of Spandex in Product	0%	N/A	0%	N/A	0%	0%	0%	0%	0%	0%	N/A	3%	N/A	0%	0%
Average % of Polyester in Product	0%	N/A	42%	N/A	20%	100%	15%	18%	0%	40%	N/A	97%	N/A	0%	39%
Average % of Rayon in Product	0%	N/A	0%	N/A	0%	0%	0%	0%	0%	0%	N/A	0%	N/A	0%	0%
Average % of Nylon in Product	100%	N/A	26%	N/A	0%	0%	36%	0%	100%	0%	N/A	0%	N/A	0%	15%
Manufacturing															
% Imported	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	0%	0%	93%
Product Variety															
Average Number of Size Options	1.0	1.3	1.1	1.0	1.0	1.7	1.0	1.0	1.4	1.7	1.1	1.0	3.3	1.3	
Average Number of Color Options	6.0	3.7	3.2	1.0	2.5	2.3	1.7	2.0	1.5	2.6	3.0	2.0	9.7	3.0	
# which are for Women	0	0	0	0	0	0	0	0	0	2	0	1	0	0	3
# which are for Children	0	0	1	0	0	3	1	0	0	0	0	3	0	0	8

Unlike performance fishing shirts and fishing shorts, ball caps were advertised with relatively few features. Specifically, the most frequently included feature, quick dry or moisture wicking, was only present in 26% of ball caps, on average. The next most commonly included feature was UV protection, which was advertised in only 19% of ball caps. A stain release or resistance feature was included in 7%, an antimicrobial feature was featured in 4%, and a cooling or ventilation feature was also included in 4%. There was not a ball cap that included all of these features. Moreover, of all 14 companies, only Columbia offered consumers all five of the features in some combination of ball caps. The few features associated with ball caps, combined with the finding that there was a relatively large difference between the most expensive and least expensive caps, indicated that customers are willing to spend more on ball caps even if they lack features. For example, Patagonia offered a featureless ball cap for \$35.00, while Magellan also offered a featureless ball cap for \$4.99. Therefore, it would appear as though the inclusion of features is not of prime importance to customers and has little or no impact on price.

Unlike the performance fishing shirt market, there was significantly more variability among the fabrics used in ball caps. Specifically, some companies produced ball caps which were made entirely of polyester, whereas other companies' ball caps were made entirely of cotton. Also, some companies sold ball caps which consisted of a blend of fabrics. On average, however, polyester and cotton were the two most commonly used fabrics, where a given ball cap had 39% polyester and 36% cotton. However, in some instances, nylon was also used. For example, all the fishing related ball caps which Mojo sold were made of nylon. On average, ball caps made entirely of polyester were priced the highest, with an average price of \$33.20. Ball caps made entirely of nylon followed with an average price of \$24.33. Ball caps made entirely of cotton were generally the least expensive, with an average price of \$21.09. This trend in pricing indicates that customers may perceive ball caps made of polyester to be of higher quality.

Regarding the options associated with ball caps, one finding was especially notable: compared to the performance fishing shirt market, there were significantly fewer options for women. While the percentage of options for children was 14% of the market, the percentage of ball caps for women was only 5%. This finding indicates that iFish may be able to create additional value for women customers by providing them with more options.

Visors. Of the 15 companies examined, only 11 of them offered visors. The four companies that did not offer visors included: Gillz, L.L. Bean, Southern Fin, and Under Armour. Across the 11 companies that did offer visors, 27 visors were identified as core products for the purposes of this study, and the detailed findings are presented in Table 12. As shown in Table 12, prices ranged from \$7.99 to \$28.00, with an average price of \$20.44 and a median price of \$21.00. Further, the percentage of visors which were imported was high at 93% across the industry. Of note, Columbia was the only company which made any visors domestically.

Table 12

Competition Data for Fishing-Related Visors

As with ball caps, fishing-related visors had relatively few features. Across the industry, only 33% of the visors had a quick dry or moisture wicking property, only 7% had a stain release or resistance feature, only 7% had a cooling or ventilation feature, and only 4% had an antimicrobial feature. No companies offered a visor with UV protection. Furthermore, only three companies offered features other than a quick dry or moisture wicking feature, indicating that most companies perceived this to be the most important feature to include. Therefore, the inclusion of a moisture wicking property in visors could represent an opportunity for IFish to differentiate itself from the majority of the competition in this market. However, as with the ball cap market, there was not a strong connection between a hat's pricing and its features in the visor market. For example, Huk offered a featureless visor for \$22.99, and Magellan offered a visor with a moisture wicking feature for \$7.99. Thus, while companies' inclusion of moisture wicking indicates that it is the likely the most important feature to consumers, the inclusion of features, in general, may not be of prime importance to consumers, given the disparity in prices between visors with very similar feature offerings.

Regarding the fabrics used for visors, the only trend which was apparent across the market was that all but one company used a single kind of material for all of their visors. Specifically, only Columbia made visors which varied in their fabric compositing, consisting of 100% polyester, 100% nylon, or 98% cotton and 2% polyurethane. Additionally, there did not appear a discernable connection between price and the materials used in the visor, as three companies used different materials for the visors, yet their minimum, average, and maximum prices were all within \$20-\$25. Therefore, the data would seem to suggest that customers are relatively unconcerned with the fabric composition of a visor when making a purchase decision.

The only notable finding related to visor options was the lack of options for children.

While visors for women still represented a minority within the market, accounting for 22% of the visor market, there were no fishing-related visors specifically made for children. While this may be because the majority of the visors were adjustable and, therefore, could be sized for a child, the lack of products made specifically for children could represent an opportunity for IFish.

Mesh hats. Of the 15 companies examined, all of them offered mesh fishing hats.

Across these companies, 68 mesh hats were identified as core products for the purposes of this study, and the detailed findings are presented in Table 13. Of note, of the three hat markets examined, the mesh hat market was the most saturated. As shown in Table 13, prices ranged from \$4.99 to \$34.95, with an average price of \$22.48 and a median price of \$24.48. Further, all of the mesh hats in the market were imported, once again presenting an opportunity for IFish to potentially win market share by offering products made in the U.S.A.

Table 13

Competition Data for Fishing-Related Mesh Hats

Company	AFTCO	AVID	Columbia	Costa del Mar	Gillz	Guy Harvey	Huk	L.L. Bean	Magellan	Mojo	Patagonia	Pelagic	Salt Life	Southern Fin	Under Armour	Industry
Products & Pricing																
Total Number of Products Included in Study	6	5	5	11	4	5	3	1	3	3	3	4	9	2	4	68
Average Price	\$20.67	\$25.55	\$ 26.00	\$ 22.44	\$ 22.47	\$ 21.60	\$ 21.66	\$ 14.95	\$ 11.66	\$ 24.97	\$ 29.00	\$ 26.75	\$ 19.56	\$ 32.45	\$ 26.24	\$ 22.88
Median Price of Product	\$20.00	\$25.95	\$ 25.00	\$ 24.99	\$ 22.47	\$ 20.00	\$ 19.99	\$ 14.95	\$ 14.99	\$ 25.00	\$ 29.00	\$ 26.50	\$ 20.00	\$ 32.45	\$ 24.99	\$ 24.48
Minimum Regular Price	\$16.00	\$19.95	\$ 25.00	\$ 14.99	\$ 19.99	\$ 17.99	\$ 19.99	\$ 14.95	\$ 4.99	\$ 19.95	\$ 29.00	\$ 24.00	\$ 18.00	\$ 29.95	\$ 24.99	\$ 4.99
Maximum Regular Price	\$26.00	\$29.95	\$ 30.00	\$ 24.99	\$ 24.95	\$ 26.00	\$ 24.99	\$ 14.95	\$ 14.99	\$ 29.95	\$ 29.00	\$ 30.00	\$ 22.00	\$ 34.95	\$ 29.99	\$ 34.95
Product Features																
% on Sale	0%	0%	60%	0%	0%	0%	33%	0%	33%	0%	0%	0%	11%	50%	25%	12%
% with UPF or UV 30	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
% with UPF or UV 50	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
% with Undefined/Other Level of UV Protection	17%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
% with Some Form of UV Protection	17%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
% with Cooling/Ventilation Capability	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
% with Quick Dry/Moisture Wicking Capability	17%	0%	0%	0%	0%	0%	100%	67%	0%	0%	0%	0%	0%	0%	75%	10%
% with an Antimicrobial Property	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
% with a Stain Release/Resistance Property	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Product Materials																
Average % of Cotton in Product	0%	N/A	87%	N/A	N/A	100%	0%	N/A	28%	N/A	100%	N/A	N/A	N/A	0%	64%
Average % of Spandex in Product	0%	N/A	0%	N/A	N/A	0%	0%	N/A	0%	N/A	0%	N/A	N/A	N/A	0%	0%
Average % of Polyester in Product	0%	N/A	11%	N/A	N/A	0%	100%	N/A	73%	N/A	0%	N/A	N/A	N/A	100%	33%
Average % of Rayon in Product	0%	N/A	0%	N/A	N/A	0%	0%	N/A	0%	N/A	0%	N/A	N/A	N/A	0%	0%
Average % of Nylon in Product	100%	N/A	0%	N/A	N/A	0%	0%	N/A	0%	N/A	0%	N/A	N/A	N/A	0%	7%
Manufacturing																
% Imported	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Product Variety																
Average Number of Size Options	1.2	1.2	1.8	1.1	1.0	1.0	1.7	1.0	1.0	1.3	1.0	1.0	1.0	1.0	1.0	1.1
Average Number of Color Options	1.8	2.0	5.2	2.5	1.0	2.0	2.0	3.0	3.3	1.7	4.3	1.5	2.7	2.0	2.8	2.5
# which are for Women	0	0	0	0	0	0	0	1	0	1	1	2	0	1	1	6
# which are for Children	0	0	0	0	0	1	0	0	0	0	0	0	3	0	0	4

Of the three different types of fishing hats, mesh hats were associated with the fewest features. Of the 15 companies which offered mesh hats, 11 of them did not advertise the hats to include any features. Of the four remaining companies that did advertise some features, a quick dry or moisture wicking feature was, again, the predominant feature advertised. As shown in Table 13, a quick dry or moisture wicking feature was present in 10% of mesh hats across the industry. Notably, three companies featured a quick dry or moisture wicking feature in the majority of their mesh hats: L.L. Bean, Magellan, and Under Armour. The only other feature offered in any mesh hats was UV protection, and it was only present in 1% of the mesh hats across the industry. As with ball caps and visors, however, there was not a connection between a mesh hat's features and its price. For example, Magellan and L.L. Bean offered mesh hats with a moisture wicking feature for \$14.99 and \$14.95, respectively, while Pelagic and Southern Fin offered mesh hats with no features for \$30.00 and \$34.95, respectively.

As can be seen in Table 13, mesh hats were made primarily with polyester, cotton, or nylon. Additionally, all companies in the mesh hat market, except for Columbia and Magellan, sold hats which were made entirely of only one material. Columbia offered mesh hats made of “Flexfit®[®], a blend of fabrics consisting of 55% polyester, 43% cotton, and 2%, which was advertised as “superbly comfortable” and as having an “ergonomic design to create an incredibly secure fit” (PFG Mesh™ Ball Cap, 2017). Magellan featured a women’s mesh hat in which the front of the hat was made of 55% cotton and 45% polyester, giving the front of the hat a fairly distinctive look. Also, AFTCO featured one hat which was made entirely of nylon and featured UV protection and a moisture wicking feature. Of note, this was the only mesh hat which was advertised to include UV protection. As with visors, there was no connection between a hat’s fabric composition and its price.

Regarding the options associated with mesh hats, the size and color options were generally consistent with the findings associated with the other types of hats. Specifically, on average, mesh hats were offered in one size and in three colors. Also, on average, 9% of them were for women and 6% of them were for children. Further, while five companies sold mesh hats for women, only two companies sold them for children. Therefore, it would appear as though opportunity exists within the mesh hat market for women, and possibly even more so for children.

Competition website analysis. In addition to collecting and analyzing data associated with specific products offered by the competition, an analysis of the competitors' websites was performed in order to identify any relevant trends or prudent business practices associated with the companies themselves. The findings, which are categorized either as a website feature or a business practice, can be seen in Table 14.

Table 14

Competition Data for Competitors' Website and Business Practices

Company	AFTCO	AVID	Columbia	Costa del Mar	Gillz	Guy Harvey	Huk	L.L.Bean	Magellan	Mojo	Patagonia	Pelasic	Salt Life	Southern Fin	Under Armour
Website Features															
Offers A Rewards Program	Not Stated	Not Stated	Yes	Not Stated	Not Stated	Not Stated	Not Stated	Yes (Via a Visa Credit Card)	Yes (Via a Visa Credit Card)	Yes	Not Stated	Not Stated	Yes	Not Stated	Not Stated
Website Provides List of Product Features and Product Description	Yes	Yes.	Yes	Yes	Yes	Yes, List of Features Only	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Website Allows Users to Rate and Review Products	Yes	Not Stated	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
New page/blog	Yes	No	Yes	Yes	Yes	No	Yes	No	Yes	Yes	Yes	No	Yes	Yes	Yes
Newsletter/Emai l List	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Contact us popup tab	Yes	No	No	No	Yes	No	No	No	Yes	No	Yes	Yes	Yes	Yes	No
Social Media Links															
Facebook	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
Twitter	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
Instagram	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
Youtube	Yes	No	Yes	Yes	Yes	No	Yes	No	Yes	No	Yes	Yes	No	No	No
Pinterest	No	No	Yes	Yes	No	No	No	Yes	Yes	Yes	Yes	No	Yes	Yes	No
Linked In	No	No	Yes	No	No	No	No	No	No	No	No	No	No	No	No
Veemo	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
Tumble	No	No	No	No	No	No	No	No	No	No	No	Yes	No	Yes	No
Google +	No	No	No	No	No	No	No	Yes	No	No	Yes	No	No	No	No
Business Practices															
Environmental Contribution	10% of Profits Go Towards Protecting Ocean Resources and Ensuring Sustainable Fisheries	No	\$\$.50 is Donated for Every T-Shirt and Hat Sold (Only For National Park Product Line)	Purchases of Certain Products Sold (Only For Product Line)	No	A Portion of Every Purchase Goes Towards the Guy Harvey Research Expeditions (Shark Conservation)	No	A Portion of Every Purchase Goes Towards the Guy Harvey Ocean Foundation	No	No	Yes: Via Supply Chain	Yes: A Portion of Every Purchase of a MIF&W Shirt Is Donated to the MIF&W Supporting Programs	Yes: Exact means by which "Billfish Foundation" Shirt Goes Towards Promoting Research and Education To Help Protect Gamefish Species.	No	No
Gives Names to Specific Features	Yes (e.g. AFGUARD for Stain Release)	No	Yes (e.g. Omni-Wick)	No	Yes (e.g. GillzTech)	No	No	No	No	No	Yes	No	Yes (e.g. Pure-Tech)	No	No
Offers Free Shipping	No	Yes (No minimum)	No	Yes (\$49 Minimum)	Yes (\$49 Minimum)	No	Yes (\$50 minimum)	Yes (No Minimum)	No	Yes	Yes (\$75 Minimum)	Yes (No Minimum)	Yes (\$50 Minimum)	Yes (\$59 Minimum)	Yes (\$60 Minimum)
Offers Free Returns	Yes	Yes	Yes	Yes (only on UPS orders)	Only for defective or incorrect shipments	Yes	Yes	Yes	Only for defective or incorrect shipments	No	No	Yes	No	No	Yes

Website features. Of the 15 companies examined, five companies offered customers the ability to enroll in some form of an online rewards program. Of these five, two tied the rewards program to a credit card, thereby requiring a customer open an account to access the rewards program.

All companies offered some form of product description or, at a minimum, a listing of features for each product. In some cases, however, the quality and thoroughness of product descriptions were inconsistent. Further, in one instance, a company provided ambiguous descriptions for product features, such as “moisture support” and “mesh under arm and side back” (“Huk Kryptek Solid Long Sleeve ICON”). However, some companies provided the customer with very robust product descriptions. For example, although some of Huk’s written product descriptions were somewhat ambiguous, it did provide HD videos for each product on the product page. Further, all but one company allowed customers to rate and review products.

Thirteen companies included links to their social media pages on their websites. All of those companies had links for Facebook, Twitter, and Instagram. Nine companies had links for YouTube; eight companies had links for Pinterest; two companies had links for Tumblr and Google+; and one company had a link for LinkedIn.

Nine companies included a news page or blog feature on their website. Also, 14 companies included an option for visitors of the webpage to sign up for a newsletter or an email mailing list. Six companies had popup tabs to make it easy for visitors of the web page to contact the company if so desired.

Business practices. Of the 15 companies examined, eight advertised involvement with an environmentally or socially responsible cause. Most companies contributed to their respective cause by allocating a percentage of each customer’s purchase. In most instances, the companies did not advertise the exact percentage; however, Columbia did advertise that \$0.50 would be donated for every sale of a T-shirt or hat associated with their National Park product line. In some instances, as with the example of Columbia just described, the company would only contribute if the customer bought from a certain product line. In other instances, the size of a company’s donation was tied to the company’s overall profit, rather than the profit associated

with a particular product. One company, Patagonia, did not actually donate to a cause but, instead, contributed through a responsible selection of vendors and materials. For example, Patagonia advertised their participation in Fair Trade™, a program where companies pay an additional premium to improve the living standards of the workers who earn less than a living wage in foreign countries ("Fair Trade Certified™"). Patagonia also advertised their use of Bluesign® approved fabric, signifying a commitment to work only with textile manufacturers that agree to implement management systems for improving "resource productivity, consumer safety, water emissions, air emissions, and occupational health and safety" ("Bluesign® Approved Fabric").

Five companies created specific names for the features or fabric combinations associated with their products. For example, Columbia created the name Omni-Wick® for the moisture wicking property associated with their apparel. Another example is Avid, which named a blend of fabrics Dri-DNA.

Ten companies offered free shipping within the continental U.S. for purchases made on their website. Of these 10, only three offered free shipping without a minimum purchase order; the remaining seven companies required a purchase order of at least \$49. Additionally, nine companies offered free returns if a customer was dissatisfied with the product and wanted to return it.

Conclusions and Recommendations

After examining the fishing apparel markets for performance fishing shirts, fishing shorts, and hats, there are two main findings which relate to the strategic positioning decision for IFish. The first is that the markets for performance fishing shirts and fishing shorts are fairly saturated with "mid-range" product offerings which offer a mix of features but generally not a

full complement. The second major finding is that within the market for ball caps, visors, and mesh caps, there is not a connection between a hat's features and its price.

Regarding the first finding, it seems clear that IFish would have difficulty in establishing a foothold in the fishing apparel industry by simply offering more mid-range products with mid-range prices. Instead, IFish would likely have more success in offering products which target a specific segment of customers who are not seeking mid-range products. IFish can do this in one of two ways. The first way would be through a cost-leadership approach, wherein IFish would cut costs to the point where it could price its products such that they appealed to the price-sensitive segment of customers. With this strategy, IFish would offer more of an entry-level product and compete against competitors such as Magellan to attract customers who are primarily concerned with price. There are two advantages associated with this strategy. The first is that price, while not the most significant factor to consumers when choosing a fishing apparel item, was still fairly significant according to the survey research conducted. The second advantage associated with the cost leadership approach is that there are fewer competitors which attempt to compete on price than those who attempt to differentiate their products. On average, the only company which attempts to compete on price in every product category in which it offers products is Magellan.

The second way in which IFish could target customers who are not interested in mid-range products would be to adopt a strategic position of differentiation, wherein IFish offers performance fishing shirts and shorts which distinguish themselves from the competition on the basis of quality and features. This strategy is assessed to be superior to the cost-leadership strategy for two reasons. The first reason is because the cost-leadership strategy is generally better suited to larger organizations which can reduce costs more dramatically due to their ability to achieve economies of scale. The second reason relates to the fact that the cost-leadership

approach would simply be a means through which IFish could offer a standard to sub-standard product and, in doing so, adopt the strategy of competing on price. While competing on price might allow IFish to capture some market share initially, it is likely that other competitors, such as Magellan, would eventually respond by cutting costs at least as dramatically as IFish. IFish would then be left without a compelling value proposition for customers and would struggle to entice customers. This notion speaks to Porter's (1996) assertion that "a company can outperform rivals only if it can establish a difference that it can preserve" (p. 62).

The second major finding related to the strategic positioning decision for IFish is that within the market for ball caps, visors, and mesh caps, there is not a connection between a hat's features and its price. Specifically, the disparity between the prices of hats which possessed similar, if not identical, feature offerings suggests that customers are less concerned with the actual features of the hat and more concerned with features external to the hat, such as perceived quality, which may be a function of brand image and aesthetics. Therefore, it is recommended that IFish price its hats in a way that is consistent with the brand image which is established by the strategic positioning decision for performance fishing shirts and fishing shorts. That is, if IFish chooses to differentiate its performance fishing shirts and shorts by offering high quality, feature-rich products, it should offer high quality hats and price them accordingly. Pricing the hats in a way which is not consistent with the brand image will likely tarnish the brand image and confuse customers. Further, while features may or may not be important to attracting customers in the ball cap, visor, and mesh hat markets, the customers' perception of the hat's quality is likely critical; therefore, should IFish pursue the differentiation strategy, it must also ensure that any hats it offers are of high-quality and are aesthetically pleasing.

In addition to adopting an effective strategic position, IFish can also create value in the existing market place in three other ways. The first way is through offering more options for

women and children. The fishing apparel markets for women and children appear to be underserved across most product categories. For example, in the visor product area, there were no visors made specifically for children throughout the entire market. Across all product areas, women apparel products accounted for only 13.8% of the market, and youth apparel products accounted for only 10.4%

A second way in which IFish could create value is related to the manufacturing location of the products. Specifically, the percentage of fishing apparel products which are made domestically is only 1.7%. While manufacturing products domestically would likely entail a greater cost, there is likely a segment of customer which would preferentially buy domestically made products even if the cost was slightly higher.

Lastly, an important finding from the research of the competitors' websites was the companies' active involvement in programs benefiting a positive social or environmental cause. Specifically, eight of the 15 companies examined in the study advertised their engagement in such a program. While supporting such a program would have inherent costs, the potential expansion and solidification of IFish's customer base could offset those costs.

Social Media Analysis

Methods

A thorough examination of several direct competitors was completed to gain an understanding of competitors' online media strategies. In alphabetical order, these competitors were: Aftco, Avid Sportswear, Gillz, Huk, Mojo Sportswear, and Southern Fin. This list was compiled by Mr. Bill Laws, the founder of IFish. In addition, Columbia Sportswear, LL Bean, and Patagonia were included because these three companies were identified in the questionnaire as the most known brands. The social media platforms examined were Facebook, Instagram, and Twitter. These were chosen as they were the top three social media platforms that consumers are familiar with and using according to the questionnaire. Of the people surveyed, 88.4% of people who said they would buy IFish apparel use Facebook, 48.3% use Instagram, and 48.1% use Twitter.

For each firm, the following information was collected:

- the number of page likes or followers;
- posts about the company, about the apparel, or company promotions;
- the average number of posts per week about the company, about the apparel, or company promotions;
- the fishing lifestyle;
- average lifestyle posts per week;
- pictures that show people either actively fishing or showing off their catches; and
- average number of posts per week that are pictures of people either actively fishing or showing off their catches.

Lifestyle posts are defined as follows: (a) pictures/videos of people lounging on a boat or near the water, (b) pictures/videos of boats on the water, (c) groups of people drinking or eating

on a boat, (d) pictures/videos of people at fishing events or tournaments. Fishing posts are defined as showing people actively fishing with a rod in his or her hand or people holding their recent catches.

Benefits of Social Media

Social media platforms provide a fast and convenient way for customers to interact with the company and for the company to interact with the customers. Means of interaction include responding to customers' comments, complaints, and queries; telling customers about promotions, offers, or events; connecting with one another; sharing information; and branding (Gainsbury, 2015; "Social Media", 2015; Xia, 2015). Facebook is the best platform for interacting with and connecting with customers and potential customers. Facebook and Twitter are the best for getting news out and reaching people. Instagram is the best platform for branding. All posts should be designed with the followers in mind in order to elicit and stimulate positive engagement while also keeping in mind the focus of building connections and relationships (Yang, 2015).

According to our questionnaire, 83% of people receive their information via their peers, and 65.2% of people receive their information via social media. Kwon & Han (2013) tied this together in their study and concluded that peer reviews had a significant impact on the dissemination of information on social media.

Results

The gathered data is from the dates of March 1 through June 30, 2017. The numbers represented are the total number of posts for the four months and then broken down into the average number of posts per week in each category.

As illustrated in Table 15, the nine competitors had 3,960,251 Facebook "likes" (as of July, 2017). Huk appeared to be the most active firm, posting the most frequently with the

highest total average of 11.41 posts per week. Columbia Sportswear, Aftco, Huk, Mojo Sportswear, and Gillz all have the majority of their posts showing people either actively fishing or people showing their recent catches. Keep in mind that Columbia, Patagonia, and LL Bean are very large companies and differ from the other six both in size and scope. Not only do they sell fishing apparel, but also sell a wide variety of outdoor items such as canoes, boots, backpacks, and camping gear. These five companies together have an average of 3.75 posts per week in this final category. Avid Sportswear has the majority of its posts (4.24 posts per week) in the lifestyle category. Southern Fin is not extremely active on Facebook with only two posts during the entire four month period.

Table 15

Social Media Data from Facebook

Company	Number of Page Likes	Company, Apparel, & Promotional Posts		Lifestyle Posts		Fishing Picture Posts		Average Posts Per Week
		Total Number of Posts	Posts Per Week	Total Number of Posts	Posts Per Week	Total Number of Posts	Posts Per Week	
Columbia	1,372,614	8	.47	10	.59	17	1	2.06
Patagonia	1,012,434	3	.18	3	.18	3	.18	.54
LL Bean	785,890	9	.53	2	.12	7	.41	1.06
Aftco	409,403	3	.18	29	1.71	68	4	5.89
Huk	310,602	22	1.29	32	1.88	140	8.24	11.41
Mojo	35,526	23	1.35	23	1.35	43	2.53	5.23
Gillz	25,458	2	.12	33	1.94	51	3	5.06
Southern Fin	4,837	1	.06	1	.06	0	0	.12
Avid	3,487	24	1.14	72	4.24	49	2.88	8.26

Table 16 illustrates the results from Instagram. As can be seen, there was a total of 3,628,357 followers for the nine listed competitors combined as of June, 2017. Huk had the highest total average posts per week with 9.71. Seven of the nine companies had the majority of their posts showing people either actively fishing or people showing their recent catches (only Patagonia and LL Bean do not).

Table 16

Social Media Data from Instagram

Company	Number of Followers	Company, Apparel, & Promotional Posts			Lifestyle Posts		Fishing Picture Posts		Average Posts Per Week
		Total Number of Posts	Posts Per Week	Total Number of Posts	Posts Per Week	Total Number of Posts	Posts Per Week		
Patagonia	2.8M	4	.24	0	0	0	0	.24	
Aftco	197K	1	.06	24	1.41	76	4.47	5.94	
LL Bean	186K	4	.24	1	.06	2	.12	.42	
Columbia	181K	0	0	1	.06	4	.24	.30	
Huk	143K	14	.82	21	1.24	130	7.65	9.71	
Southern Fin	100K	4	.24	6	.35	24	1.14	1.73	
Avid	14.6K	30	1.76	53	3.12	56	3.29	8.17	
Gillz	4,222	1	.06	0	0	21	1.24	1.30	
Mojo	2,535	14	.82	6	.35	27	1.59	2.76	

Note: The number of followers is represented exactly how the data were given on Instagram. For example, there is no exact number for the first seven companies. The number of followers for Aftco is listed as 197K.

On Twitter, there were 544,821 total followers for the nine listed competitors as of June 2017. Avid Sportswear had the most number of tweets during the four-month period with 48 or 2.82 posts per week. Two companies, Aftco and Southern Fin, were not active during the four-month period. Six companies had the majority of their tweets showing people actively fishing or showing off their recent catches. Combined, they had a weekly average of 1.18 tweets in this final category.

Table 17

Social Media Data from Twitter

Company	Number of Followers	Company, Apparel, & Promotional Posts		Lifestyle Posts		Fishing Picture Posts		Average Posts Per Week
		Total Number of Posts	Posts Per Week	Total Number of Posts	Posts Per Week	Total Number of Posts	Posts Per Week	
Patagonia	358K	10	.59	0	0	7	.41	1.00
Columbia	112K	9	.59	8	.47	15	.88	1.94
LL Bean	58.7K	14	.82	1	.06	2	.12	1.00
Aftco	6,332	0	0	0	0	0	0	0
Huk	4,643	9	.53	9	.53	28	1.65	2.71
Southern Fin	1,768	0	0	0	0	0	0	0
Avid	1,606	15	.88	16	.94	17	1	2.82
Mojo	1,602	11	.65	6	.35	28	1.65	2.65
Gillz	170	3	.18	7	.41	12	.71	1.3

Note: The number of followers is represented exactly how the data were given on Twitter. For example, there is no exact number for the first three companies. The number of followers for Patagonia is listed as 358K.

Competitive social media plan for IFish. This social media study sought to shed light on one key idea. How can IFish build a strong and engaged social media base? Following the lead of the competitors, we have laid out the resulting plan.

First, IFish needs to have accounts with all three of the listed social media platforms: Facebook, Instagram, and Twitter. These are free and easy to set up. Please see Appendix D to learn how to set up each account. This is important because, according to our questionnaire, 65.2% of people use social media to obtain information. The name should be the same across all platforms. A name along the lines of IFish Apparel, IFish Gear, or IFish Sportswear - all of which are currently available - will help the business stand out because there are several companies that use variations of the name IFish. A Facebook search for IFish will yield many results such as: iFish, IFISH, IFish, Ifish, I-Fish, i-Fish (See Table 18). In addition, having the logo as the profile picture will help customers best and easily find the business in a search on any of these platforms.

Table 18

IFish Search Results

Company Name	Description	Website (if available)
iFish	Marine page in Norway	N/A
IFISH	Delivery service for freshwater aquarium fish	www.theifishstore.myshopify.com
IFish	Aquatic pet store in Vietnam	N/A
Ifish	Outdoor and sporting goods company in Ireland	www.ifish.ie
I-Fish	Sushi restaurant in Colorado	www.ifishsushi.com

Company Name	Description	Website (if available)
i-Fish	Supplier to the commercial fishing boat industry in Ireland	www.i-fish.ie

The competition focused on people either actively fishing or showing off their catches. Following this lead, IFish should emphasize people either fishing or showing off their catches in its social media with this content representing approximately 60% of the posts. Furthermore, it should be required that the picture would have the person or people wearing IFish apparel. The posts should have a link to the apparel that the person is wearing (when available) to boost sales. Around 20% of the IFish's posts should be in the lifestyle category. Pictures of events, boats, and/or people wearing IFish apparel would be included in this category. Again, if an IFish item is being seen in the post, there should be a link back to that item. If there is an event near IFish, post about the event - especially if IFish will be there and/or are sponsoring it. Around 20% of IFish's posts should be specifically about the company, about the apparel, or stating a promotion. These posts include such types as describing the features of IFish apparel, describing the benefits of buying IFish apparel (such as "Made in the USA" or supporting a small business), or promoting a sale. These are important posts as many people in our focus groups were concerned about the apparel they purchase having such features as being lightweight and have an SPF factor.

Table 19

Target Percentage of Posts/Tweets for IFish

Fishing/Catches	Lifestyle	About/Promotions	Total Percentage
~60%	~20%	~20%	100%

If we break this data down weekly, and IFish posts ten times a week, about 6 posts should be showing people in IFish apparel either actively fishing or showing off a recent catch. About two posts should be in the lifestyle category, and about two posts should be specifically about the company and/or company promotions.

Table 20

Target Number of Weekly Posts/Tweets for IFish

Fishing/Catches	Lifestyle	About/Promotions	Total Number of Posts
6	2	2	10

There are several social media managing apps available such as Hootsuite and Buffer. About Hootsuite according to Lifewire.com:

You can monitor and post to several popular networks including both Facebook personal profiles and business pages, Twitter, LinkedIn and others. And with its built-in custom analytics system, the ability to monitor

selected keywords plus the option to conveniently schedule posts whenever you want (and do this all for free), HootSuite sets the bar high for competing social media management tools. Pro and enterprise plans are also available.

About Buffer according to Lifewire.com:

Buffer helps you plan out a schedule to optimize your social updates by scheduling them and spreading them out to publish throughout the day. You can use it with Facebook, Google+, LinkedIn, Twitter, Pinterest and Instagram.

The dashboard is super simple to use, giving you full customization of your posting schedule and the ability to view your analytics. Using the Buffer mobile app and the web browser extension makes it easier than ever to quickly add web page links (including title and images) to your Buffer schedule. You can upgrade for more posting privileges and social accounts to manage.

While both of these mentioned tools are great, the team recommends Hootsuite as the best option to manage IFish's social media accounts. Not only does Hootsuite connect to more social media platforms, it allows the user to interact on the platform and not just post. This is especially important for a growing business that it engages with the customers and potential customers in order to build a strong, solid social media community.

E Fulfillment Analysis

Methods

According to Lee and Seungjin (2001), “Order fulfillment can be the most expensive and critical operation for both online and offline businesses of companies engaged in e-commerce. The ability to fulfill and deliver orders on time could determine an e-tailer’s success.” Because the success of IFish hinges on order fulfillment, a third-party eFulfillment strategy was evaluated, considering the company’s current scope of operations. To assess the cost-effectiveness of eFulfillment services, several eFulfillment companies were directly contacted for cost information. Research was also performed to identify the pros and cons of using an eFulfillment company to store inventory and deliver online orders to customers. Specifically, the following companies were contacted: Amazon, eFulfillment Service, Red Stag, and Shipbob. These firms were selected because they are said to be ideal for small businesses looking to outsource order fulfillment (Aichlmayr 2000). With the exception of Amazon, each firm offers a 30-day, risk-free trial that allows a company to determine whether a partnership will be a good fit. According to the consumer analysis, 83.5% of consumers interact with fishing apparel brands on Amazon, making it the most-likely place consumers will interact with products. This is another reason Amazon was selected. Additionally, calculations have been prepared to give IFish an idea of the costs it would incur fulfilling orders internally.

Results

Costs. Costs of eFulfillment were compared to the cost of IFish to fulfill orders internally. Upon contacting eFulfillment companies, pricing models were largely custom, individualized programs. There are four primary fees most fulfillment companies charge for their services: receiving fee, inventory storage fee, pick and pack fee, and shipping fee. Table 21 shows each fee, along with a description and the average cost of each. There is no industry-wide

uniformity when it comes to the costs to use fulfillment companies' services. Additionally, Table 21 shows several ways fees vary across the service providers. The receiving fee, which is the cost of receiving, unloading, and sorting product shipments, can range from no cost to \$35 per pallet. The fee for inventory storage, which is the cost of keeping the company's goods in the warehouse, varies from \$15 to \$40 a month. The pick and pack fee is the charge for warehouse employees to pick stock, pack orders, and label boxes for shipping. This fee ranges from no cost to \$3 per package. For inbound and outbound shipping, costs are discounted up to 50% off standard rates.

Table 21

Primary eFulfillment Fees

<i>Fee</i>	<i>Description</i>	<i>Charge Variation</i>	<i>Cost Range</i>
Receiving fee	The cost of receiving, unloading and sorting product shipments as they arrive at the fulfillment warehouse	By pallet; by full-truckload; by tracking order; by container; by parcel; by time it takes to unload	\$0-\$35 per pallet
Inventory Storage fee	The cost of keeping the company's goods in the warehouse. Goods are stored on pallets or in shelved units (bins).	By pallet, $\frac{1}{2}$ pallet, or $\frac{1}{4}$ pallet; by bin; by cubic foot; by SKU	\$15-\$40 a month per pallet
Pick and Pack fee	The charge for warehouse employees to pick stock, pack orders, and label boxes for shipping	By item; by order; by weight/dimension	\$0-\$3 per package

<i>Fee</i>	<i>Description</i>	<i>Charge Variation</i>	<i>Cost Range</i>
Shipping fee	Inbound: The cost of shipping inventory to the fulfillment company. Outbound: The cost of shipping the customer's orders	By weight; by dimensional weight; discounted rate	Up to 50% off standard rates

The variation in pricing is demonstrated when each firm was examined. Table 22 shows the differing fees for Amazon, eFulfillment Service, Red Stag, and Shipbob. As noted, receiving costs vary from no charge (i.e., Amazon) to a \$13.25 per pallet rate (i.e., Red Stag) to a shipment rate of \$35 (i.e., ShipBob). eFulfillment Service has yet a differing pricing method where it charges by the time required to handle and receive a shipment (\$8.95 per 30 minute increments in receiving time). Storing fees vary from \$0.64 - \$2.15 per cubic foot, weekly (i.e. Amazon), to \$40 per pallet, monthly (i.e., Shipbob). Shipbob includes the pick and pack fee in the shipping fee, whereas eFulfillment Service and Red Stag charge \$2.20 and \$2.55, respectively, for the first item placed in a package and \$0.55 and \$0.30, respectively, for each additional item. Inbound and outbound shipping vary from being included in the pick and pack fee (i.e., Amazon) to negotiated discounted rates.

Table 22

*E*Fulfillment Fees for Amazon, eFulfillment Service, Red Stag, and Shipbob

				
<i>Receiving</i>	No charge	\$8.95 per 30 minutes to unload	\$13.25 per pallet	\$35 per shipment
<i>Storing</i>	Charged by the cubic foot, averages: \$0.64 - \$2.15 per month (varying based on the time of year)	Cubic foot: \$0.08/month Pallet: \$5.00/month	Pallet: \$15/month ½ Pallet: \$7.50/month ¼ Pallet: \$3.75/month Shelf location: \$1.25/month	Pallet: \$40/month Bin: \$5/month
<i>Pick & Pack</i>	Standard: \$2.41 - \$4.18 Oversize: \$6.85 and up	\$2.20 for the first item placed in a package and \$0.55 for each additional item	\$2.55 for first item and \$0.30 per additional item per order	Included in shipping fee
<i>Inbound & Outbound Shipping</i>	Included in Pick and Pack fee	Negotiated discounted shipping rates based on what is shipped and its volume	Inbound: Not uncommon to receive a discount, but not standardized. Outbound: Discounted up to 45% off FedEx's standard rates.	Negotiated discounted shipping rates based on what is shipped and its volume

Cost estimates for IFish to fulfill orders internally were computed. According to the Bureau of Labor Statistics, the national mean wage for a packager is \$11.74. The national

median wage is \$10.64. Minimum wage in Mississippi is \$7.25. Shipping rates for FedEx, UPS, and USPS to ship one shirt are \$4.03, \$5.02, and \$3.65, respectively. The average time to pick a shirt from inventory, pack it into a shipping package, and create a shipping label was estimated to be 20 minutes. The storage cost for adult-sized shirts were estimated based on the assumption that 500 shirts will be stored on one standard 48 in. x 40 in. pallet and that this pallet will be stored in a standard 5 ft. x 5 ft. storage space. According to Harris (2015), the average cost of a 5 ft. x 5 ft. storage space is \$50 per month. This \$50 charge was divided by the total quantity of shirts (500) to determine the cost to store one shirt. The cost to fulfill an order of one shirt, given the wages, time to fulfill the order, and shipping rates are shown below. The formula to estimate the cost to fulfill the order of one shirt is: $C = 1/3w + r + s$. According to Table 23, the cost to ship using FedEx and the worker making minimum wage is \$11.38. The cost to ship using UPS and the worker earning \$10.64 is \$15.76. The cost to ship using USPS and the worker earning \$11.74 is \$15.49.

Table 23

IFish's Internal Cost per Order

<i>Wage (w)</i>	<i>Shipping Company</i>	<i>Shipping Rate (r)</i>	<i>Storage Cost (s)</i>	<i>Total Cost (C)</i>
\$7.25	FedEx	\$4.03	\$0.10	\$11.38
\$7.25	UPS	\$5.02	\$0.10	\$12.37
\$7.25	USPS	\$3.65	\$0.10	\$11.00
\$10.64	FedEx	\$4.03	\$0.10	\$14.77
\$10.64	UPS	\$5.02	\$0.10	\$15.76

<i>Wage (w)</i>	<i>Shipping Company</i>	<i>Shipping Rate (r)</i>	<i>Storage Cost (s)</i>	<i>Total Cost (C)</i>
\$10.64	USPS	\$3.65	\$0.10	\$14.39
\$11.74	FedEx	\$4.03	\$0.10	\$15.87
\$11.74	UPS	\$5.02	\$0.10	\$16.86
\$11.74	USPS	\$3.65	\$0.10	\$15.49

Table 24 shows the comparison of the cost for IFish to fulfill the order of one shirt internally to the cost to fulfill the order of one shirt using Amazon, eFulfillment Service, Red Stag or Shipbob. The estimations for each third-party fulfillment company were based on FedEx as the shipping provider, giving 30% off the standard shipping rate, and the cost of storing shirts on a standard 48 in. x 40 in. pallet. The cost to fulfill the order of one shirt using Amazon is \$2.49. eFulfillment Service's cost is \$7.55. Red Stag's cost to fulfill the order is \$5.40 and Shipbob's cost is \$2.90. The cost for IFish to fulfill this order internally is \$11.38.

Table 24

IFish's Internal Cost vs. Amazon, eFulfillment Service, Red Stag and Shipbob's Costs

					
<i>Storing*</i>	\$.10/month	\$.08/month	\$.04/month	\$.03/month	\$.08/month
<i>Pick & Pack</i>	\$2.42	\$2.41	\$2.20	\$2.55	Included in shipping



<i>Shipping</i>	\$4.03	Included in pick and pack	\$2.82	\$2.82	\$2.82
<i>Total Cost</i>	\$11.38	\$2.49	\$7.55	\$5.40	\$2.90

*Storing fee was calculated for one shirt.

Customer service. When using an eFulfillment service provider, there are several ways returns of merchandise can be handled. Upon receiving the returned item(s) back at the eFulfillment warehouse, items are inspected for damage. If the item is damaged, the service provider will remove it from inventory and contact the company to inform them and handle it according to the company's specifications. If the item returned is in sellable condition, the company will work with the account manager at the eFulfillment service provider to determine the best way to handle this situation. Because of the many options for handling returns, none of the companies contacted have a specific returns policy.

Fulfillment times. Another factor to consider when choosing an eFulfillment service provider is the time it takes the company to fulfill orders. Amazon Prime customers, those who pay an annual membership fee for unlimited streaming of movies, and TV shows and the ability to borrow books from the Kindle Owners' Lending Library, also receive free two-day shipping on eligible purchases. Amazon uses an advanced, web-to-warehouse, high-speed picking and sorting system to fill orders quickly, ensuring customers receive their orders when guaranteed. eFulfillment Service guarantees that all orders received will be shipped within one business day after receipt. If an expedited order comes in by 1:00 P.M. EST on a business day, it will ship the same day. Red Stag has a 100% guarantee in place for order fulfillment. It promises that 100%

of a company's orders will be shipped according to the chosen service level (Next Business Day, 3:00 pm cut-off, or 5:00 pm cut-off), or else the company does not pay for that shipment and Red Stag will pay the company \$50 for the inconvenience. Shipbob states that all orders are shipped as soon as they are received. Excluding Red Stag, none of the eFulfillment service providers offer any remedies if the orders are not fulfilled when promised.

Quality ratings. Each eFulfillment service provider elaborated on what makes their company a better option than other eFulfillment firms. Amazon gives sellers access to a vast customer base and makes it easy for small sellers to expand. eFulfillment Service prides itself on over 16 years of experience, its A+ rating with the Better Business Bureau, and its most recent win of the "Top Third Party Logistics" award. Red Stag's ability to help a company promote its brand and its top-performing technological equipment and software are the top reasons why it is believed that its company stands above all other eFulfillment firms. Shipbob is laser-focused on giving small businesses a top-notch fulfillment service for less, with low to no startup fees.

According to DeMers (2015), 88 percent of consumers trust online reviews as much as a personal recommendation and only 12 percent of the population do not regularly read reviews for consumer products. Due to this astounding number, published customer reviews were researched for Amazon, EFulfillment Service, Red Stag, and Shipbob. Web Retailer, for online marketplace sellers, gave EFulfillment Service an average rating of one out of five stars, based on customer reviews. Customers complained that eFulfillment Service were constantly late shipping orders, took too long to update inventory when new products were received from the company, and missing inventory. Red Stag had an average rating of five out of five stars. Customers highlighted that Red Stag does exactly what it says it will do, on time, every day. Customers also said that Red Stag provided excellent customer service, competitive pricing, and top notch accuracy percentage. Shipbob had an average of three and a half out of five stars.

Customers stated that Shipbob has an easy-to-use dashboard, quick startup process, and excellent, responsive customer service. Conversely, other customers complained that Shipbob lost inventory, were inaccurate in shipping orders, had uncompetitive pricing, and unresponsive customer service.

Recommendation

Panek (2003) suggests that a company dealing with 1,000 orders a day or fewer build its own infrastructure instead of outsourcing. However, using an eFulfillment service gives a client the ability to concentrate on the core of the business (The Staff, 2011). Having order fulfillment in the hands of another company allows a client to focus on marketing and increasing sales and revenue. This could potentially allow a company that is not quite at 1,000 orders per day to reach that number. Additionally, costs must also be factored in when considering outsourcing. Comparing the internal cost per order to the outsourced cost per order is the key factor in the decision to use an eFulfillment provider (Lindberg, 2011). Furthermore, controlled costs is a pro of outsourcing orders. Costs can easily be projected and specific margins to ensure the company is profitable can be maintained because an eFulfillment provider is only paid for the work it does for the company (The Staff, 2011). Additionally, because an eFulfillment firm typically has greater shipping volume, better rates can be negotiated with mail carriers, potentially leading to lower shipping costs for the company (The Staff, 2011).

Conversely, using an eFulfillment service provider leads to losing control over products and how they are shipped. Aichlmayr (2000) states that, outsourcing means a company is depending on some else to receive, ship, and handle its products. Moreover, clear communication with an eFulfillment service provider is critical. Because outsourcing means a client is relying on a third-party for all fulfillment needs, the client must be efficient at communicating details regarding inventory (The Staff, 2011). This could very well be a con to eFulfillment if a client

has gotten used to handling specific details without having the need to communicate them to someone else.

The results found from researching Amazon, E Fulfillment Service, Red Stag, and Shipbob, the costs to use each of these eFulfillment service providers, and the cost estimates for IFish to fulfill orders internally, has led the team to recommend the following for IFish. First, IFish should add e-commerce to its website. Upon doing so, IFish should also establish social media accounts on Facebook, Instagram and Twitter. As stated in the social media analysis, social media platforms provide fast and convenient ways for IFish and consumers to interact with one another. The team recommends in the social media analysis that the IFish apparel being worn by consumers in social media posts be linked to the IFish website. With e-commerce being present on the website, this gives consumers the opportunity to purchase the apparel. This has the potential to increase the number of orders IFish will receive. Until IFish receives at least 1,000 orders per day, it should fulfill orders internally. Upon reaching more than 1,000 orders per day, the team recommends that IFish partners with Amazon to fulfill orders. Based on the pricing, customer reviews, and the fact that 83.5% of consumers interact with fishing apparel products on Amazon, the team feels as if Amazon will be a good partnership for IFish.

Overall Assessment

The focus for IFish products needs to be on quality, comfort, and functional features before price. IFish needs to start working with large retailers when possible. IFish should offer products for women and children, an underserved market in professional fishing apparel. Marketing should target college graduates aged 41-50 in the Eastern and Southern regions of the country. The IFish website needs to communicate data security, have easy navigation and shopping with as few clicks as possible, and high-quality images of the products. Additionally, IFish needs to build word-of-mouth, finish its website and social media pages, and contemplate either building a blog or building relationships with popular fishing bloggers. IFish should also begin working with large retailers and selling on Amazon as soon as possible.

Given that both the consumer research and the competition research both indicate that consumers would be better served by higher quality and feature-rich products, it is recommended that IFish promote a brand image of high quality and offer products which are differentiated from those of the competition.

There are several ways in which IFish could differentiate its products from the competition. The first way would be to offer performance fishing shirts and fishing shorts which include a full complement of features. Another way in which IFish could differentiate itself would be through making its products domestically. This would not only differentiate its products but also complement a brand image which seeks to communicate higher quality. A third way in which IFish could differentiate would be by offering significantly more products for women and youth than what is currently offered by the existing market. IFish could also differentiate by advertising a contribution to a socially or environmentally friendly cause. However, this is not as strong of a means of differentiation, as approximately half of the fishing apparel companies are already doing this. Lastly, IFish could differentiate by offering products

which do not already exist in the market. Specifically, it is recommended that a performance fishing tank top is included in IFish's offerings. The consumer research indicated customers may be interested in such a product, and it is not currently offered in the existing market.

While it may not be necessary to include a full complement of features in its hats, it is recommended that IFish include at least moisture wicking feature in its hats to avoid the possible perception of low quality. Further, it is recommended that IFish price its hats in a way that is commensurate with a brand image which communicates high quality. This will ensure that a unified brand image is communicated by all of IFish's product offerings.

Building social media platforms to reach the consumers is imperative. Nearly two-thirds of people state they receive information about a product or brand through social media. The top three most used platforms are (a) Facebook, (b) Instagram, and (c) Twitter. There are several benefits to being on social media. One benefit is that it is a fast and convenient way to connect with the consumers. A second benefit is branding IFish. A third benefit is that social media provides an easy and quick way to disseminate information. After a thorough analysis of different types of posts by the competition, the team has concluded that 60% of posts should be of people either actively fishing or showing off their recent catches, 20% of posts should be lifestyle posts, and 20% of posts should be specific information about the company, about the apparel, or promotional. There are various options of social media managing tools. Two of which that were discussed were Hootsuite and Buffer. Both allow a company to schedule and monitor its posts.

IFish has two options to fulfill orders: internally or through a third-party eFulfillment service provider. Amazon, eFulfillment Service, Red Stag and Shipbob were directly contacted to obtain cost information on the services provided. It was found that the pricing models of these firms were customized according to the needs of each company. However, there were four basic

fees each of these service providers charged: receiving fee, inventory storing fee, pick and pack fee, and shipping fee. Each of these costs were compared to the cost IFish could incur fulfilling orders internally. The cost to fulfill the order of one shirt was computed for each firm, including IFish, which are shown below:

- Amazon: \$2.49
- eFulfillment Service: \$7.55
- IFish: \$11.38
- Red Stag: \$5.40
- Shipbob: \$2.90

Based on research, the team recommended that IFish should complete its website, adding e-commerce to it. IFish should also establish accounts on Facebook, Instagram, and Twitter, which has the potential to boost IFish's sales. Current research showed that until a company reached at least 1,000 orders per day, it should fulfill orders internally. Upon reaching 1,000 orders or more per day, it should partner with a third-party eFulfillment service provider. Based on this, the team recommended that initially IFish should fulfill orders internally until it reaches 1,000 orders per day. When this goal is met, IFish should partner with Amazon to fulfill orders. According to Amazon's current ratings, its cost structure and the fact that 83.5% of consumers interact with fishing apparel on Amazon's website, the team feels that Amazon will be great fit for IFish.

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Appendices

Appendix A

Focus Group Script

Welcome

Hello, and welcome to our focus group. Thank you for taking the time to talk with me.

My name is _____, and I am a student in the MBA program at Mississippi State University.

Topic

I would like to ask you some open-ended questions to better understand your perceptions of performance fishing apparel qualities and how those perceptions influence your purchase decisions. I will also ask you some open-ended questions pertaining to a specific fishing apparel product brand to better understand your perceptions specific to those products. The insights gained from this focus group session will be used to aid a small business owner in more effectively positioning his product in the performance fishing apparel market.

You were invited because you are avid fishermen which, for the purposes of this study, is defined as a person who fishes at least once month.

Guidelines

- There are no wrong answers but rather differing points of view. Please feel free to share your point of view even if it differs from what others have said. Keep in mind that we're just as interested in negative comments as positive comments, and at times the negative comments are the most helpful.
- It is perfectly fine to disagree with the viewpoint of another participant. However, please listen respectfully as they share their views.

- We will be on a first name basis. Please be assured that no names will be in the written report. You may share with complete confidentiality.
- Due to the importance of your comments and the fact that we would not want to miss anything in taking notes in situ, the entirety of this focus group session will be recorded. If someone else is speaking, please let them finish prior to speaking yourself. This ensures that only one person is speaking at a time and that the microphone can adequately record the dialogue.
- My role as the moderator will be to guide the discussion; however, the intent is for the participants to engage in dialogue with each other.

Questions

Question Set 1.

1. “When you think of fishing apparel, what qualities come to mind?”

Moderator asks prodding questions as necessary to ensure that intrinsic, extrinsic, functional, and aesthetic qualities have been discussed prior to proceeding

2. “Of the qualities discussed, which ones would you consider to be a “must have” in a purchase decision, in that you would be very unlikely to purchase an apparel item without it?”
3. “Of the qualities discussed, which ones would you consider to be a “nice to have” in a purchase decision, in that you would like to have the quality, but might be willing to forego it depending on the price?”

4. “Of the qualities discussed, which ones would you consider to be a “delighter” in a purchase decision, in that you would be unexpectedly delighted if the apparel item had the quality, but you would most likely buy the apparel item even if it didn’t have it?”

5. “Of these qualities, which one is the most impactful on your decision to purchase a certain type of fishing apparel?”

Question Set 2.

1. How well do you feel that your needs are served by the existing performance fishing apparel market?
2. In which ways do you think that your performance fishing apparel needs could be better met?
3. On which occasions would you consider purchasing a performance fishing apparel product?

Question Set 3.

Prior to proceeding with question set, present the participants with the IFish fishing apparel product and provide the statement below.

“Now I am going to pass around a performance fishing product sold by a company called IFish. I would like each of you to look at the product closely and hold it in your hands.”

1. What is your perception of how the product feels?
2. What is your perception of the product looks?
3. What is your perception of the product's logo?
4. To what degree do you perceive a religious theme associated with the logo?
5. To what degree would a logo which has a religious theme influence your purchase decision?
6. Assuming you were in the market for a performance fishing apparel product such as this, what are some qualities about this product that would make you want to purchase it specifically?
7. What is your favorite quality about this product?

8. What are some qualities about this product that would possibly cause you to avoid purchasing it?
9. What is your least favorite quality about this product?
10. How much money would you be willing to pay for this product?

Appendix B

Survey Development and Data

Survey

We appreciate you taking part in this survey. The purpose of this survey is to generate an understanding of the market for performance fishing apparel. The survey should take no more than 10 minutes. Please read all instructions before answering a question and moving forward.

Thank you.

1. When purchasing performance fishing apparel, how important are the following factors to you?

	Not Important	Somewhat Important	Important	Very Important	Extremely Important
Quality					
Price					
Comfort					
Style					
Color					
Material					
Design					

Brand					
Fair Trade					
Country of Origin					
Environmentally Friendly					
How Others Will See Me					
Store Environment					
Functional Features					

2. How familiar are you with the following brands?

Familiarity here represents personal experience and connection with the products provided by the brand. Completely unfamiliar is a brand that you've never heard of. Slightly familiar is a brand you've heard of, but have never used their products. Familiar to extremely familiar represent the level of connection to the brand (number of products owned).

	Completely Unfamiliar	Somewhat Familiar	Familiar	Very Familiar	Extremely Familiar
AFTCO					
Avid					
Columbia					
Costa Del Mar					
Gillz					
Guy Harvey					
Huk					
L. L. Bean					
Magellan					
Mojo					
Patagonia					
Pelagic					
Salt Life					
Southern Fin					

3. Of the brands above that you are familiar with, where do you most often purchase their products? Check all that apply.

- Academy Sports
- Amazon
- Bass Pro
- Boutique Stores
- Cabelas
- Camping World
- Dick's Sporting Goods
- Field and Stream
- Gander Mountain
- Mountain High
- Reed's
- REI
- Sierra Trading Post
- Wal-Mart
- The Brand's Website
- Other - Please Specify: _____

4. Where do you get information or reviews concerning the brands of fishing apparel you purchase? Check all that apply.

- Peers

- Blogs
- Brand Website
- Social Media (Facebook)
- YouTube
- Professionals
- Other - Please Specify: _____

5. When you think of an online store, how important are the following factors of the online shopping experience to you?

	Not Important	Somewhat Important	Important	Very Important	Extremely Important
Website Design					
Customer Service					
Reliability					
Product Selection					
Ease of Shopping					

Enjoyment					
Personal Data					
Security					
Fit and Sizing					
Information					
Product Pictures					
Search Convenience					
Product Feature Information					
Transaction Convenience					
Payment Options					
Deliver Options					
Returns					

Consider the images below, including product information.



6. If one of these or a similarly crafted product were available, how likely would you be to buy the product for yourself?

Extremely Likely

Very Likely

Likely

Somewhat Likely

Not Likely

7. How likely would you be to purchase this product as a gift for someone else?

Extremely Likely

Very Likely

Likely

Somewhat Likely

Not Likely

8. Which region of the country do you live in?

Midwest

Northeast

Southeast

Southwest

West

9. What was your total household income during the past 12 months?

- Less than \$25,000
- \$25,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 +

10. What is your ethnicity?

- African American
- Asian
- Caucasian
- Hispanic
- Pacific Islander

11. What is your age?

- Under 18
- 19 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65 +

12. What is the highest level of education you have completed?

- Some high school
- High school diploma or equivalent
- Some college
- Associate's degree
- Bachelor's degree
- Graduate or professional degree

13. Marital Status

- Single (never married)
- Married
- Separated
- Widowed
- Divorced

14. Gender

- Male
- Female

15. Employment

- Unemployed
- Less than 35 hours a week
- 35 hours a week or more

16. How often do you utilize social media?

- More than once a day
- Once a day
- Once a week
- Less than once a week

17. What social media platforms are you connected to?

- Facebook
- Instagram
- Twitter
- Snapchat
- LinkedIn

18. How often do you take part in the following activities?

	Never	Rarely	Sometimes	Often	Very Often
Fishing					
Boating					
Swimming					
Tubing, Skiing, or Waterboarding					

Survey Data

Table B1

Brand Familiarity Frequencies and Descriptives

	AFTCO	Avid	Columbia	Costa Del Mar	Gillz	Guy Harvey	Huk
N Valid	508	506	504	505	504	504	506
Missing	1	3	5	4	5	5	3
Mean	2.15	2.27	3.64	2.84	2.30	2.51	2.56
Median	2.00	2.00	4.00	3.00	2.00	2.00	2.00
Mode	1	1	5	1	1	1	1
Percentiles	25	1.00	1.00	3.00	1.00	1.00	1.00
	L.L.					Southern	
	Bean	Magellan	Mojo	Patagonia	Pelagic	Salt Life	Fin
N Valid	504	504	508	505	505	505	508
Missing	5	5	1	4	4	4	1
Mean	3.38	2.73	2.36	3.03	2.34	2.77	2.32
Median	3.00	3.00	2.00	3.00	2.00	3.00	2.00
Mode	3	1	1	3	1	1	1
Percentiles	1.00	3.00	1.00	1.00	2.00	1.00	1.00

Table B2

Apparel Factor Importance Frequencies and Descriptives

Table B3

Location Frequencies and Descriptives

		Academ y Sports	Amazo n	Bass Pro	Independent/Boutiqu e Stores	Cabela's	Campin g World	Dick' s
N	Valid	486	486	486		486	486	486
	Missing	23	23	23		23	23	23
Mean		4.88	3.03	4.26		7.07	5.95	7.77
Median		4.00	2.00	4.00		7.00	6.00	8.00
Std. Deviation		3.680	2.566	2.82		3.355	2.894	2.804
				9				3.436
Sum		2371	1471	2071		3435	2891	3778
Percentiles	25	2.00	1.00	2.00		5.00	4.00	6.00
	50	4.00	2.00	4.00		7.00	6.00	8.00
	75	7.00	5.00	6.00		9.00	8.00	9.25
								8.00
	Field and Stream	Gander Mountain	Mountain High	Reed's	REI	Sierra Trading	Wal- Mart	Brand Website
N	Valid	486	486	486	486	486	486	486
	Missing	23	23	23	23	23	23	23
Mean	8.74	8.88	10.51	11.33	10.80	12.08	8.18	11.03
Median	9.00	9.00	11.00	12.00	12.00	13.00	7.00	14.00
Std.	2.685	3.023	2.708	2.667	3.820	3.317	5.048	4.893
Deviation								
Sum	4248	4314	5110	5504	5248	5872	3977	5363
Percentiles	25	7.00	10.00	11.00	8.00	11.00	3.00	6.00
	50	9.00	11.00	12.00	12.00	13.00	7.00	14.00
	75	11.00	12.00	13.00	14.00	14.00	14.00	15.00

Table B4

Information Frequencies and Descriptives

	Peer s	Blog s	Brand Websit e	Retaile r Websit e	Social Media (Faceboo k)	YouTub e	Professional s	Outdoor s TV
N	Valid	477	477	477	477	477	477	477
	Missing	32	32	32	32	32	32	32
Mean		3.17	4.25	3.77	4.18	4.38	4.52	5.62
Median		3.00	4.00	4.00	4.00	5.00	5.00	8.00
Std. Deviation		2.13 3	2.05 4	1.831	2.012	2.202	2.306	2.134
Sum		1513	2027	1798	1994	2089	2156	2682
Percentile s	25	1.00	3.00	2.00	2.00	2.00	2.00	5.00
	50	3.00	4.00	4.00	4.00	5.00	5.00	8.00
	75	5.00	6.00	5.00	6.00	6.00	6.00	8.00

Table B5

Online Shopping Features Frequencies and Descriptives

		Personal					
		Website Design	Customer Service	Product Selection	Ease of Shopping	Data Security	Fit and Sizing Information
N	Valid	507	506	507	506	505	507
	Missing	2	3	2	3	4	2
Mean		3.37	3.91	3.94	4.02	4.15	3.95
Median		3.00	4.00	4.00	4.00	5.00	4.00
Std. Deviation		1.168	1.019	.961	.948	1.032	.964
Percentiles		25	3.00	3.00	3.00	3.00	3.50
		Product					
		Feature		Transaction			
		Product Pictures	Search Convenience	Information	Convenience	Payment Options	Delivery Options
N		508	506	506	505	506	504
		1	3	3	4	3	5
Mean		4.02	3.81	3.88	3.84	3.85	3.93
Median		4.00	4.00	4.00	4.00	4.00	4.00
Std.		.970	.981	.994	1.024	1.029	1.009
Deviation							
Percentile		3.00	3.00	3.00	3.00	3.00	3.00
s							

Table B6

Buy for Yourself/Region

		Midwest	Northeast	Southeast	Southwest	West	
Extremely Likely	Count	10	24	46	19	3	102
	% within Buy for yourself	9.8%	23.5%	45.1%	18.6%	2.9%	100.0%
	% within Region	13.9%	22.9%	20.5%	29.2%	8.3%	20.3%
	% of Total	2.0%	4.8%	9.2%	3.8%	0.6%	20.3%
Very Likely	Count	11	30	58	18	7	124
	% within Buy for yourself	8.9%	24.2%	46.8%	14.5%	5.6%	100.0%
	% within Region	15.3%	28.6%	25.9%	27.7%	19.4%	24.7%
	% of Total	2.2%	6.0%	11.6%	3.6%	1.4%	24.7%
Likely	Count	15	22	65	13	11	126
	% within Buy for yourself	11.9%	17.5%	51.6%	10.3%	8.7%	100.0%
	% within Region	20.8%	21.0%	29.0%	20.0%	30.6%	25.1%
	% of Total	3.0%	4.4%	12.9%	2.6%	2.2%	25.1%
Somewhat Likely	Count	18	17	38	11	10	94
	% within Buy for yourself	19.1%	18.1%	40.4%	11.7%	10.6%	100.0%
	% within Region	25.0%	16.2%	17.0%	16.9%	27.8%	18.7%
	% of Total	3.6%	3.4%	7.6%	2.2%	2.0%	18.7%
Not Likely	Count	18	12	17	4	5	56
	% within Buy for yourself	32.1%	21.4%	30.4%	7.1%	8.9%	100.0%
	% within Region	25.0%	11.4%	7.6%	6.2%	13.9%	11.2%
	% of Total	3.6%	2.4%	3.4%	0.8%	1.0%	11.2%
Total	Count	72	105	224	65	36	502
	% within Buy for yourself	14.3%	20.9%	44.6%	12.9%	7.2%	100.0%
	% within Region	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	14.3%	20.9%	44.6%	12.9%	7.2%	100.0%

Table B7

Buy for Yourself / Ethnicity Crosstab

		African American	Asian	Caucasian	Hispanic	Other - Please Specify	Total
Extremely Likely	Count	6	50	39	2	4	101
	% within Buy for yourself	5.9%	49.5%	38.6%	2.0%	4.0%	100.0%
	% within Ethnicity	28.6%	28.6%	14.3%	11.8%	23.5%	20.1%
	% of Total	1.2%	9.9%	7.8%	0.4%	0.8%	20.1%
Very Likely	Count	5	56	57	2	4	124
	% within Buy for yourself	4.0%	45.2%	46.0%	1.6%	3.2%	100.0%
	% within Ethnicity	23.8%	32.0%	20.9%	11.8%	23.5%	24.7%
	% of Total	1.0%	11.1%	11.3%	0.4%	0.8%	24.7%
Likely	Count	6	45	71	2	3	127
	% within Buy for yourself	4.7%	35.4%	55.9%	1.6%	2.4%	100.0%
	% within Ethnicity	28.6%	25.7%	26.0%	11.8%	17.6%	25.2%
	% of Total	1.2%	8.9%	14.1%	0.4%	0.6%	25.2%
Somewhat Likely	Count	2	17	66	7	3	95
	% within Buy for yourself	2.1%	17.9%	69.5%	7.4%	3.2%	100.0%
	% within Ethnicity	9.5%	9.7%	24.2%	41.2%	17.6%	18.9%
	% of Total	0.4%	3.4%	13.1%	1.4%	0.6%	18.9%
Not Likely	Count	2	7	40	4	3	56

	African American	Asian	Caucasian	Hispanic	Other - Please Specify	Total
% within Buy for yourself	3.6%	12.5%	71.4%	7.1%	5.4%	100.0%
% within Ethnicity	9.5%	4.0%	14.7%	23.5%	17.6%	11.1%
% of Total	0.4%	1.4%	8.0%	0.8%	0.6%	11.1%
Total	Count	21	175	273	17	503
% within Buy for yourself	4.2%	34.8%	54.3%	3.4%	3.4%	100.0%
% within Ethnicity	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
% of Total	4.2%	34.8%	54.3%	3.4%	3.4%	100.0%

Table B8

Buy for Yourself / Education

		Some High School	High School	Some Colleg e	Associate' s Degree	Bachelor' s Degree	Graduate or Professiona l Degree	
Extremely Likely	% within <u>Buy for yourself</u>	2.9%	9.8%	13.7%	7.8%	52.0%	13.7%	100.0 %
	% within Educatio n	42.9%	21.3%	15.9%	16.0%	22.5%	19.4%	20.4%
	% of Total	0.6%	2.0%	2.8%	1.6%	10.6%	2.8%	20.4%
Very Likely	Count	1	11	19	11	67	14	123
	% within <u>Buy for yourself</u>	0.8%	8.9%	15.4%	8.9%	54.5%	11.4%	100.0 %
	% within Educatio n	14.3%	23.4%	21.6%	22.0%	28.4%	19.4%	24.6%
Likely	% of Total	0.2%	2.2%	3.8%	2.2%	13.4%	2.8%	24.6%
	Count	0	12	27	13	55	18	125
	% within <u>Buy for yourself</u>	0.0%	9.6%	21.6%	10.4%	44.0%	14.4%	100.0 %
	% within Educatio n	0.0%	25.5%	30.7%	26.0%	23.3%	25.0%	25.0%
	% of Total	0.0%	2.4%	5.4%	2.6%	11.0%	3.6%	25.0%
	Count	2	12	17	12	38	13	94

Table B9

Buy for Yourself / Marital Status Crosstab

		Single (Never Married)	Married	Separated	Widowed	Divorced	
Extremely Likely	Count	48	50	0	1	2	101
	% within Buy for yourself	47.5%	49.5%	0.0%	1.0%	2.0%	100.0%
	% within Marital Status	20.6%	20.4%	0.0%	14.3%	20.0%	20.2%
	% of Total	9.6%	10.0%	0.0%	0.2%	0.4%	20.2%
Very Likely	Count	49	68	3	1	1	122
	% within Buy for yourself	40.2%	55.7%	2.5%	0.8%	0.8%	100.0%
	% within Marital Status	21.0%	27.8%	50.0%	14.3%	10.0%	24.4%
	% of Total	9.8%	13.6%	0.6%	0.2%	0.2%	24.4%
Likely	Count	59	65	2	0	1	127
	% within Buy for yourself	46.5%	51.2%	1.6%	0.0%	0.8%	100.0%
	% within Marital Status	25.3%	26.5%	33.3%	0.0%	10.0%	25.3%
	% of Total	11.8%	13.0%	0.4%	0.0%	0.2%	25.3%
Somewhat Likely	Count	50	38	0	2	5	95
	% within Buy for yourself	52.6%	40.0%	0.0%	2.1%	5.3%	100.0%
	% within Marital Status	21.5%	15.5%	0.0%	28.6%	50.0%	19.0%
	% of Total	10.0%	7.6%	0.0%	0.4%	1.0%	19.0%
Not Likely	Count	27	24	1	3	1	56

	Single (Never Married)	Married	Separated	Widowed	Divorced	
% within Buy for yourself	48.2%	42.9%	1.8%	5.4%	1.8%	100.0%
% within Marital Status	11.6%	9.8%	16.7%	42.9%	10.0%	11.2%
% of Total	5.4%	4.8%	0.2%	0.6%	0.2%	11.2%
Total	Count	233	245	6	7	10 501
% within Buy for yourself	46.5%	48.9%	1.2%	1.4%	2.0%	100.0%
% within Marital Status	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
% of Total	46.5%	48.9%	1.2%	1.4%	2.0%	100.0%

Table B10

Buy for Yourself / Gender

		Male	Female	
Extremely Likely	Count	60	42	102
	% within Buy for yourself	58.8%	41.2%	100.0%
	% within Gender	18.6%	23.3%	20.3%
	% of Total	11.9%	8.3%	20.3%
Very Likely	Count	81	42	123
	% within Buy for yourself	65.9%	34.1%	100.0%
	% within Gender	25.1%	23.3%	24.5%
	% of Total	16.1%	8.3%	24.5%
Likely	Count	86	41	127
	% within Buy for yourself	67.7%	32.3%	100.0%
	% within Gender	26.6%	22.8%	25.2%
	% of Total	17.1%	8.2%	25.2%
Somewhat Likely	Count	65	30	95
	% within Buy for yourself	68.4%	31.6%	100.0%
	% within Gender	20.1%	16.7%	18.9%
	% of Total	12.9%	6.0%	18.9%
Not Likely	Count	31	25	56
	% within Buy for yourself	55.4%	44.6%	100.0%
	% within Gender	9.6%	13.9%	11.1%
	% of Total	6.2%	5.0%	11.1%
Total	Count	323	180	503
	% within Buy for yourself	64.2%	35.8%	100.0%
	% within Gender	100.0%	100.0%	100.0%
	% of Total	64.2%	35.8%	100.0%

Table B11

Buy for Yourself / How often Fishing

		Never	Rarely	Sometimes	Often	Very Often	
Extremely Likely	Count	3	12	17	25	37	94
	% within Buy for yourself	3.2%	12.8%	18.1%	26.6%	39.4%	100.0%
	% within How often Fishing	8.6%	18.5%	13.9%	25.0%	56.1%	24.2%
	% of Total	0.8%	3.1%	4.4%	6.4%	9.5%	24.2%
Very Likely	Count	10	12	40	31	15	108
	% within Buy for yourself	9.3%	11.1%	37.0%	28.7%	13.9%	100.0%
	% within How often Fishing	28.6%	18.5%	32.8%	31.0%	22.7%	27.8%
	% of Total	2.6%	3.1%	10.3%	8.0%	3.9%	27.8%
Likely	Count	6	13	36	24	11	90
	% within Buy for yourself	6.7%	14.4%	40.0%	26.7%	12.2%	100.0%
	% within How often Fishing	17.1%	20.0%	29.5%	24.0%	16.7%	23.2%
	% of Total	1.5%	3.4%	9.3%	6.2%	2.8%	23.2%
Somewhat Likely	Count	5	18	23	14	1	61
	% within Buy for yourself	8.2%	29.5%	37.7%	23.0%	1.6%	100.0%
	% within How often Fishing	14.3%	27.7%	18.9%	14.0%	1.5%	15.7%
	% of Total	1.3%	4.6%	5.9%	3.6%	0.3%	15.7%
Not Likely	Count	11	10	6	6	2	35
	% within Buy for yourself	31.4%	28.6%	17.1%	17.1%	5.7%	100.0%
	% within How often Fishing	31.4%	15.4%	4.9%	6.0%	3.0%	9.0%
	% of Total	2.8%	2.6%	1.5%	1.5%	0.5%	9.0%
Total	Count	35	65	122	100	66	388
	% within Buy for yourself	9.0%	16.8%	31.4%	25.8%	17.0%	100.0%

	Never	Rarely	Sometimes	Often	Very Often	
% within How often Fishing	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
% of Total	9.0%	16.8%	31.4%	25.8%	17.0%	100.0%

Table B12

Buy for Yourself / How Often Boating

		Never	Rarely	Sometimes	Often	Very Often	
Extremely Likely	Count	5	11	36	22	20	94
	% within Buy for yourself	5.3%	11.7%	38.3%	23.4%	21.3%	100.0%
	% within How often Boating	12.5%	14.9%	24.7%	27.2%	44.4%	24.4%
	% of Total	1.3%	2.8%	9.3%	5.7%	5.2%	24.4%
Very Likely	Count	7	20	44	19	17	107
	% within Buy for yourself	6.5%	18.7%	41.1%	17.8%	15.9%	100.0%
	% within How often Boating	17.5%	27.0%	30.1%	23.5%	37.8%	27.7%
	% of Total	1.8%	5.2%	11.4%	4.9%	4.4%	27.7%
Likely	Count	6	14	39	24	7	90
	% within Buy for yourself	6.7%	15.6%	43.3%	26.7%	7.8%	100.0%
	% within How often Boating	15.0%	18.9%	26.7%	29.6%	15.6%	23.3%
	% of Total	1.6%	3.6%	10.1%	6.2%	1.8%	23.3%
Somewhat Likely	Count	8	20	18	15	0	61
	% within Buy for yourself	13.1%	32.8%	29.5%	24.6%	0.0%	100.0%
	% within How often Boating	20.0%	27.0%	12.3%	18.5%	0.0%	15.8%
	% of Total	2.1%	5.2%	4.7%	3.9%	0.0%	15.8%
Not Likely	Count	14	9	9	1	1	34
	% within Buy for yourself	41.2%	26.5%	26.5%	2.9%	2.9%	100.0%
	% within How often Boating	35.0%	12.2%	6.2%	1.2%	2.2%	8.8%
	% of Total	3.6%	2.3%	2.3%	0.3%	0.3%	8.8%
Total	Count	40	74	146	81	45	386
	% within Buy for yourself	10.4%	19.2%	37.8%	21.0%	11.7%	100.0%

	Never	Rarely	Sometimes	Often	Very Often	
% within How often Boating	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
% of Total	10.4%	19.2%	37.8%	21.0%	11.7%	100.0%

Table B13

Buy for Yourself / How Often Swimming

		Never	Rarely	Sometimes	Often	Very Often	
Extremely Likely	Count	2	10	25	23	34	94
	% within Buy for yourself	2.1%	10.6%	26.6%	24.5%	36.2%	100.0%
	% within How often Swimming	9.1%	23.3%	20.0%	19.7%	42.5%	24.3%
	% of Total	0.5%	2.6%	6.5%	5.9%	8.8%	24.3%
Very Likely	Count	5	12	27	36	27	107
	% within Buy for yourself	4.7%	11.2%	25.2%	33.6%	25.2%	100.0%
	% within How often Swimming	22.7%	27.9%	21.6%	30.8%	33.8%	27.6%
	% of Total	1.3%	3.1%	7.0%	9.3%	7.0%	27.6%
Likely	Count	6	8	31	31	14	90
	% within Buy for yourself	6.7%	8.9%	34.4%	34.4%	15.6%	100.0%
	% within How often Swimming	27.3%	18.6%	24.8%	26.5%	17.5%	23.3%
	% of Total	1.6%	2.1%	8.0%	8.0%	3.6%	23.3%
Somewhat Likely	Count	2	5	28	23	3	61
	% within Buy for yourself	3.3%	8.2%	45.9%	37.7%	4.9%	100.0%
	% within How often Swimming	9.1%	11.6%	22.4%	19.7%	3.8%	15.8%
	% of Total	0.5%	1.3%	7.2%	5.9%	0.8%	15.8%
Not Likely	Count	7	8	14	4	2	35
	% within Buy for yourself	20.0%	22.9%	40.0%	11.4%	5.7%	100.0%
	% within How often Swimming	31.8%	18.6%	11.2%	3.4%	2.5%	9.0%
	% of Total	1.8%	2.1%	3.6%	1.0%	0.5%	9.0%
Total	Count	22	43	125	117	80	387
	% within Buy for yourself	5.7%	11.1%	32.3%	30.2%	20.7%	100.0%

	Never	Rarely	Sometimes	Often	Very Often	
% within How often Swimming	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
% of Total	5.7%	11.1%	32.3%	30.2%	20.7%	100.0%

Table B14

Buy for Yourself / How Often Tubing, Skiing, or Waterboarding

		Never	Rarely	Sometimes	Often	Very Often	
Extremely Likely	Count	10	17	25	21	21	94
	% within Buy for yourself	10.6%	18.1%	26.6%	22.3%	22.3%	100.0%
	% within How often Tubing/Skiing/Waterboarding	12.5%	19.1%	26.3%	25.0%	53.8%	24.3%
Very Likely	% of Total	2.6%	4.4%	6.5%	5.4%	5.4%	24.3%
	Count	16	24	26	32	9	107
	% within Buy for yourself	15.0%	22.4%	24.3%	29.9%	8.4%	100.0%
Likely	% within How often Tubing/Skiing/Waterboarding	20.0%	27.0%	27.4%	38.1%	23.1%	27.6%
	% of Total	4.1%	6.2%	6.7%	8.3%	2.3%	27.6%
	Count	19	21	26	16	8	90
Somewhat Likely	% within Buy for yourself	21.1%	23.3%	28.9%	17.8%	8.9%	100.0%
	% within How often Tubing/Skiing/Waterboarding	23.8%	23.6%	27.4%	19.0%	20.5%	23.3%
	% of Total	4.9%	5.4%	6.7%	4.1%	2.1%	23.3%
Not Likely	Count	12	23	12	13	1	61
	% within Buy for yourself	19.7%	37.7%	19.7%	21.3%	1.6%	100.0%
	% within How often Tubing/Skiing/Waterboarding	15.0%	25.8%	12.6%	15.5%	2.6%	15.8%
% of Total		3.1%	5.9%	3.1%	3.4%	0.3%	15.8%
Not Likely	Count	23	4	6	2	0	35
	% within Buy for yourself	65.7%	11.4%	17.1%	5.7%	0.0%	100.0%

		Never	Rarely	Sometime	Often	Very Often	
	% within How often Tubing/Skiing/Waterboarding	28.8%	4.5%	6.3%	2.4%	0.0%	9.0%
	% of Total	5.9%	1.0%	1.6%	0.5%	0.0%	9.0%
Total	Count	80	89	95	84	39	387
	% within Buy for yourself	20.7%	23.0%	24.5%	21.7%	10.1%	100.0%
	% within How often Tubing/Skiing/Waterboarding	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	20.7%	23.0%	24.5%	21.7%	10.1%	100.0%

Table B15

Buy for Yourself / Social Media Usage

		More than once a day	Once a day	Once a week	Less than once a week	Never	
Extremely Likely	Count	75	17	5	3	1	101
	% within Buy for yourself	74.3%	16.8%	5.0%	3.0%	1.0%	100.0%
	% within Social Media Usage	24.4%	13.6%	11.6%	17.6%	16.7%	20.3%
Very Likely	% of Total	15.1%	3.4%	1.0%	0.6%	0.2%	20.3%
	Count	65	40	14	3	0	122
	% within Buy for yourself	53.3%	32.8%	11.5%	2.5%	0.0%	100.0%
Likely	% within Social Media Usage	21.2%	32.0%	32.6%	17.6%	0.0%	24.5%
	% of Total	13.1%	8.0%	2.8%	0.6%	0.0%	24.5%
	Count	69	36	12	6	4	127
Somewhat Likely	% within Buy for yourself	54.3%	28.3%	9.4%	4.7%	3.1%	100.0%
	% within Social Media Usage	22.5%	28.8%	27.9%	35.3%	66.7%	25.5%
	% of Total	13.9%	7.2%	2.4%	1.2%	0.8%	25.5%
Not Likely	Count	60	19	8	4	1	92
	% within Buy for yourself	65.2%	20.7%	8.7%	4.3%	1.1%	100.0%
	% within Social Media Usage	19.5%	15.2%	18.6%	23.5%	16.7%	18.5%
	% of Total	12.0%	3.8%	1.6%	0.8%	0.2%	18.5%
	Count	38	13	4	1	0	56
	% within Buy for yourself	67.9%	23.2%	7.1%	1.8%	0.0%	100.0%

		More than once a day	Once a day	Once a week	Less than once a week	Never	
	% within Social Media Usage	12.4%	10.4%	9.3%	5.9%	0.0%	11.2%
	% of Total	7.6%	2.6%	0.8%	0.2%	0.0%	11.2%
Total	Count	307	125	43	17	6	498
	% within Buy for yourself	61.6%	25.1%	8.6%	3.4%	1.2%	100.0%
	% within Social Media Usage	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	61.6%	25.1%	8.6%	3.4%	1.2%	100.0%

Table B16

Buy for Yourself / Facebook User

			Facebook
Extremely Likely	Count		93
	% within Buy for yourself		100.0%
	% within Facebook		20.7%
	% of Total		20.7%
Very Likely	Count		111
	% within Buy for yourself		100.0%
	% within Facebook		24.7%
	% of Total		24.7%
Likely	Count		116
	% within Buy for yourself		100.0%
	% within Facebook		25.8%
	% of Total		25.8%
Somewhat Likely	Count		81
	% within Buy for yourself		100.0%
	% within Facebook		18.0%
	% of Total		18.0%
Not Likely	Count		49
	% within Buy for yourself		100.0%
	% within Facebook		10.9%
	% of Total		10.9%
Total	Count		450
	% within Buy for yourself		100.0%
	% within Facebook		100.0%
	% of Total		100.0%

Table B17

Gift Purchase

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely Likely	96	18.9	18.9	18.9
	Very Likely	129	25.3	25.4	44.4
	Likely	122	24.0	24.1	68.4
	Somewhat Likely	84	16.5	16.6	85.0
	Not Likely	76	14.9	15.0	100.0
	Total	507	99.6	100.0	
Missing	System	2	.4		
Total		509	100.0		

Appendix C

Competition Analysis Data

Table C1

Long Sleeve Fishing Shirts

Product Name	Regular Price	Sale Price	SPE Protection	Cooling/Ventilation	Quick Dry	Antimicrobial	Stain Release	% Cotton	% Spandex	% Polyester	% Rayon	% Nylon	Imported	# Sizes	# Color Options	Gender	Youth	
JTCO																		
Cyberfish Hybrid Shorts	\$ 49.00	N/A	Not stated	Yes	Yes	Not stated	Yes	0%	0%	88%	0%	0%	Not stated	7	2	Male	No	
Bluefish Fishing Shorts	\$ 45.00	N/A	UPF 50	Not stated	Yes	Not stated	Yes	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated	8	3	Male	No	
Original Fishing Shorts	\$ 55.00	N/A	UPF 50	Not stated	Yes	Not stated	Yes	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated	10	18	Male	No	
Avid Fishing Walkshorts	\$ 58.00	N/A	UPF 50	Not stated	Yes	Not stated	Not stated	Not stated	Not stated	88%	Not stated	Not stated	Not stated	7	3	Male	No	
Tactical Fishing Shorts	\$ 62.00	N/A	UPF 50	Not stated	Yes	Not stated	Yes	0%	0%	95%	0%	0%	Not stated	7	3	Male	No	
Stealth Fishing Shorts	\$ 62.00	N/A	UPF 50	Not stated	Not stated	Not stated	Yes	0%	0%	0%	0%	93%	Not stated	7	6	Male	No	
Reeltime 21. Fishing Shorts	\$ 59.00	N/A	UPF 50	Not stated	Not stated	Yes	Not stated	0%	0%	0%	0%	100%	Not stated	7	3	Male	No	
Boys Original Fishing Shorts	\$ 59.00	N/A	UPF 50	Not stated	Yes	Not stated	Yes	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated	4	12	Male	Yes	
Avid																		
Core Fishing Hybrid Walkshort	\$ 54.95	N/A	Not stated	Not stated	Yes	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated	6	4	Male	No	
Colombia																		
Men's PFG Backcast III Water Short	\$ 30.00	N/A	UPF 50	Not stated	Yes	Not stated	Not stated	0%	0%	0%	0%	100%	Yes	5	8	Male	No	
Men's PFG Bresha II Short	\$ 40.00	N/A	UPF 50	Not stated	Not stated	Yes	Not stated	100%	0%	0%	0%	0%	Yes	5	5	Male	No	
Men's PFG Grandeur Marlin II Offshore Short	\$ 45.00	N/A	UPF 50	Not stated	Yes	Not stated	Yes	0%	0%	88%	0%	0%	Not stated	8	6	Male	No	
Men's PFG Half Moon II Short	\$ 40.00	N/A	UPF 15	Not stated	Not stated	Not stated	Not stated	100%	0%	0%	0%	0%	Yes	5	4	Male	No	
Men's PFG Terminal Tackle Short	\$ 50.00	N/A	UPF 50	Not stated	Not stated	Yes	Not stated	0%	0%	88%	0%	0%	Not stated	8	6	Male	No	
Men's PFG Big Katana II Short	\$ 55.00	N/A	UPF 50	Not stated	Yes	Not stated	Yes	0%	0%	100%	0%	0%	Yes	8	4	Male	No	
Men's Force 12 Short	\$ 100.00	N/A	UPF 30	Yes	Not stated	Yes	Not stated	0%	0%	85%	0%	0%	Yes	8	2	Male	No	
Men's PFG Super�essence Chino Short	\$ 60.00	N/A	Not stated	Not stated	Not stated	Not stated	Not stated	65%	0%	0%	0%	0%	Yes	8	4	Male	No	
Teen's Tech Short	\$ 45.00	N/A	UPP 50	Not stated	Not stated	Yes	Not stated	0%	0%	88%	0%	0%	Not stated	7	3	Male	No	
Men's PFG Barracuda Killer Short	\$ 45.00	N/A	UPP 15	Not stated	Yes	Not stated	Not stated	62%	0%	0%	0%	38%	Yes	9	4	Male	No	
Men's PFG Blood and Guts III Short	\$ 45.00	N/A	UPP 30	Not stated	Yes	Not stated	Yes	0%	0%	0%	0%	100%	Yes	9	3	Male	No	
Men's PFG Backcast II Printed Short	\$ 35.00	\$ 24.90	UPP 50	Not stated	Yes	Not stated	Not stated	0%	0%	0%	0%	100%	Yes	5	4	Male	No	
Men's Grander Marlin II Offshore Short - Big	\$ 50.00	N/A	UPP 50	Not stated	Yes	Not stated	Yes	0%	0%	88%	0%	0%	Yes	7	2	Male	No	
Women's PFG Tidal Short	\$ 45.00	N/A	UPP 50	Not stated	Yes	Not stated	Yes	0%	0%	88%	0%	0%	Not stated	5	2	Female	No	
Women's PFG Solar Fade Walk Short	\$ 40.00	N/A	UPP 50	Not stated	Not stated	Not stated	Not stated	100%	0%	0%	0%	0%	Not stated	8	1	Female	No	
Women's Harborside Short	\$ 45.00	N/A	Not stated	Not stated	Not stated	Not stated	Not stated	65%	0%	32%	0%	0%	Yes	8	1	Female	No	
Women's PFG Bresha II Short	\$ 40.00	\$ 24.90	UPP 50	Not stated	Not stated	Not stated	Not stated	100%	0%	0%	0%	0%	Yes	5	3	Female	No	
Women's Cool Coast Short	\$ 35.00	\$ 14.98	UPP 50	Not stated	Not stated	Yes	Not stated	0%	0%	100%	0%	0%	Yes	5	5	Female	No	
Boy's Tech Short	\$ 22.00	N/A	UPP 50	Not stated	Yes	Not stated	Not stated	0%	0%	95%	0%	0%	100%	Yes	6	4	Male	Yes
Boy's Terminal Tackle Short	\$ 35.00	\$ 21.90	UPP 50	Not stated	Not stated	Not stated	Not stated	0%	0%	88%	0%	0%	0%	Not stated	6	6	Male	Yes
Girl's Silver Ridge HI Short	\$ 30.00	\$ 18.30	UPP 30	Not stated	Yes	Not stated	Not stated	0%	0%	0%	0%	100%	Yes	6	3	Male	Yes	
Boy's PFG Half Moon Short	\$ 32.00	N/A	UPP 15	Not stated	Not stated	Not stated	Not stated	100%	0%	0%	0%	0%	Yes	6	2	Male	Yes	
Girl's 5 Oaks II Pull-On Short	\$ 36.00	\$ 14.90	Not stated	Not stated	Not stated	Not stated	Not stated	100%	0%	0%	0%	0%	Yes	6	4	Male	Yes	
Boy's Super Backcast Short	\$ 27.00	\$ 19.90	UPP 50	Not stated	Yes	Not stated	Not stated	0%	0%	0%	0%	100%	Yes	6	5	Male	Yes	
Girl's Silver Ridge Printed Short	\$ 35.00	\$ 21.90	UPP 30	Not stated	Yes	Not stated	Not stated	0%	0%	0%	0%	100%	Yes	6	3	Male	Yes	
Gillz																		
Stalker Shorts	\$ 59.99	N/A	UPP 50	Not stated	Yes	Yes	Yes	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated	5	2	Male	No	
Guy Harvey																		
Watson Hybrid Walk Short	\$ 49.99	N/A	UPP 50	Not stated	Yes	Not stated	Not stated	0%	0%	100%	0%	0%	Not stated	8	5	Male	No	
Crossfade Hybrid Walk Short	\$ 55.00	N/A	Yes	Not stated	Yes	Not stated	Not stated	0%	0%	100%	0%	0%	Not stated	7	4	Male	No	
Marlinair Boardshorts	\$ 60.00	N/A	Not stated	Not stated	Not stated	Not stated	Not stated	0%	0%	88%	0%	0%	Not stated	7	1	Male	No	
Edge Boardshorts	\$ 50.00	N/A	Not stated	Yes	Not stated	Not stated	Not stated	100%	0%	0%	0%	0%	Not stated	7	1	Male	No	
Huk																		
HUK KC Scott Billfish Hybrid Lite Short	\$ 54.99	N/A	Yes	Not stated	Yes	Yes	Yes	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated	8	2	Male	No	
HUK Next Level Short	\$ 59.99	N/A	UPP 30	Yes	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated	6	4	Male	No	
HUK KC Scott Limes Hybrid Lite Short	\$ 54.99	N/A	Yes	Not stated	Yes	Yes	Yes	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated	8	2	Male	No	
HUK Next Level Board Short	\$ 59.99	N/A	UPP 30	Yes	Yes	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated	6	3	Male	No	
HUK Ladies Paupa Boy Short	\$ 49.99	N/A	UPP 30	Not stated	Yes	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated	5	2	Female	No	
L.L. Bean																		
Men's Tropicwear Cargo Shorts	\$ 49.95	\$ 29.99	UPP 50	Not stated	Yes	Not stated	Not stated	0%	0%	0%	0%	100%	Yes	4	3	Male	No	
Technical Fishing Shorts	\$ 79.00	N/A	Not stated	Not stated	Yes	Not stated	Not stated	0%	10%	0%	0%	90%	Yes	6	1	Male	No	
Women's Tropicwear Shorts	\$ 49.95	N/A	UPP 50	Not stated	Yes	Not stated	Not stated	0%	6%	0%	0%	94%	Yes	5	2	Female	No	
Magellan																		
Magellan Outdoors Men's Caddo Lake Solid Short	\$ 19.99	N/A	UPP 15	Not stated	Not stated	Not stated	Not stated	0%	14%	86%	0%	0%	Not stated	6	3	Male	No	
Magellan Outdoors Men's Laguna Madre Solid Short	\$ 24.99	N/A	UPP 30	Not stated	Not stated	Yes	Not stated	0%	5%	0%	0%	95%	Not stated	6	4	Male	No	
Magellan Outdoors Men's Aransas Pass Hybrid Short	\$ 19.99	N/A	UPP 30	Not stated	Not stated	Not stated	Not stated	0%	0%	100%	0%	0%	Not stated	8	4	Male	No	
Magellan Outdoors Men's Printed Summerville Poplin Short	\$ 16.99	\$ 12.99	Not stated	Not stated	Not stated	Not stated	Not stated	99%	1%	0%	0%	0%	Not stated	10	4	Male	No	
Magellan Outdoors Women's Gear Falcon Lake Bermuda Shorts	\$ 16.99	N/A	UPP 20	Not stated	Yes	Not stated	Not stated	0%	0%	100%	0%	0%	Not stated	6	4	Female	No	
Magellan Outdoors Women's Falcon Lake 5 in Bermuda Shorts	\$ 14.99	N/A	UPP 20	Not stated	Yes	Not stated	Not stated	0%	0%	100%	0%	0%	Not stated	6	6	Female	No	
Magellan Outdoors Boys' Fishgear Falcon Lake Hybrid Short	\$ 14.99	N/A	UPP 30	Not stated	Yes	Not stated	Not stated	0%	0%	100%	0%	0%	Not stated	6	3	Male	Yes	
Magellan Outdoors Boys' Caddo Printed Lake Short	\$ 18.99	N/A	UPP 15	Not stated	Yes	Not stated	Not stated	0%	14%	86%	0%	0%	Not stated	5	1	Male	Yes	
Major																		
Stretch Fit Performance Shorts	\$ 54.95	N/A	Not stated	Not stated	Not stated	Not stated	Not stated	0%	0%	97%	0%	0%	Not stated	5	4	Male	No	
Pitch Hail Shorts	\$ 46.00	\$ 27.60	Not stated	Not stated	Not stated	Not stated	Not stated	0%	0%	0%	0%	100%	Not stated	6	1	Male	No	
Stretch Fit Collegiate Cut Shorts	\$ 55.00	\$ 33.00	Not stated	Not stated	Not stated	Not stated	Not stated	0%	0%	97%	0%	0%	Not stated	6	1	Male	No	
Up On Step Short	\$ 55.00	N/A	Not stated	Not stated	Not stated	Not stated	Not stated	0%	0%	0%	0%	100%	Not stated	9	4	Male	No	
Patagonia																		
Patagonia Men's Sandy Cay Shorts	\$ 69.00	N/A	UPP 50	Not stated	Not stated	Not stated	Not stated	0%	0%	0%	0%	0%	Not stated	6	2	Male	No	
Patagonia Men's Guidewater II Shorts	\$ 69.00	N/A	UPP 50	Not stated	Yes	Not stated	Yes	0%	0%	0%	0%	100%	Not stated	6	2	Male	No	
Patagonia Men's Technical Stretch Shorts	\$ 79.00	N/A	Not stated	Not stated	Yes	Not stated	Not stated	0%	0%	100%	0%	0%	Not stated	6	2	Male	No	
Patagonia Women's Away From Home Shorts	\$ 79.00	N/A	UPP 50	Not stated	Yes	Not stated	Yes	0%	0%	0%	0%	100%	Not stated	8	2	Female	No	
Patagonia Women's Baggies Shorts - 5"	\$ 49.00	N/A	Not stated	Not stated	Yes	Not stated	Not stated	0%	0%	0%	0%	100%	Not stated	6	22	Female	No	
Patagonia Women's Tribune Shirts - 10"	\$ 65.00	N/A	UPP 50	Not stated	Yes	Not stated	Not stated	0%	12%	0%	0%	98%	Not stated	8	2	Female	No	
Pelagic																		
Blackfin Boatshort	\$ 59.00	N/A	Not Stated	Not Stated	Yes	Yes	Yes	0%	0%	0%	0%	100%	Yes	6	5	Male	No	
Socorro Walkshort	\$ 60.00	N/A	Not Stated	Not Stated	Yes	Yes	Yes	0%	0%	100%	0%	0%	Yes	8	2	Male	No	
Deep Sea Hybrid-Short	\$ 66.00	N/A	Not Stated	Not Stated	Yes	Yes	Yes	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	6	2	Male	No	
Malo Hybrid-Short	\$ 66.00	N/A	Not Stated	Not Stated	Yes	Yes	Yes	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	8	5	Male	No	
Evoive Hybrid-Short	\$ 63.00	N/A	Not Stated	Not Stated	Yes	Yes	Yes	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	6	4	Male	No	
Dri-Flex Hybrid Short	\$ 69.00	N/A	Not Stated	Not Stated	Yes	Yes	Yes	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	7	1	Male	No	
Zest Short	\$ 66.00	N/A	Not Stated	Not Stated	Yes	Yes	Yes	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	6	2	Male	No	
Microtek Maliboo Island	\$ 55.00	N/A	UPP 50	Yes	Yes	Not Stated	Not Stated	0%	0%	0%	0%	0%	Not Stated	6	3	Male	No	
Oceanus Hybrid Short	\$ 53.00	N/A	UPP 50	Yes	Yes	Not Stated	Not Stated	0%	0%	0%	0%	0%	Not Stated	6	2	Male	No	
Womens Boardshort</																		

Table C2

Short Sleeve Fishing Shirts

Product Name	Regular Price	Sale Price	SPF Protection	Cooling/Ventilation	Quick Dry	Antimicrobial	Stain Release	% Cotton	% Spandex	% Polyester	% Rayon	% Nylon	Imported	# Sizes	# Color Options	Gender	Youth
AFTCO																	
Haze Kottin SS Shirt	\$ 36.00	N/A	UPF 40	Not Stated	Yes	Yes	Yes	0%	0%	65%	35%	0%	Not Stated	6	4	Male	No
Cipher SS Shirt	\$ 30.00	N/A	UPF 50	Not Stated	Yes	Not Stated	Not Stated	0%	0%	100%	0%	0%	Not Stated	6	4	Male	No
Jigfish SS Shirt	\$ 30.00	N/A	UPF 50	Not Stated	Yes	Not Stated	Yes	0%	0%	100%	0%	0%	Not Stated	6	7	Male	No
Colombia																	
Boy's PFG Triangle Dijigama Tee	\$ 22.00	\$ 16.90	UPF 50	Not Stated	Yes	Not Stated	Not Stated	0%	0%	100%	0%	0%	Yes	6	2	Male	Yes
Boy's PFG Hooks Short Sleeve Tee	\$ 22.00	\$ 16.90	UPF 50	Not Stated	Yes	Not Stated	Not Stated	0%	0%	100%	0%	0%	Yes	6	2	Male	Yes
Men's PFG Zero Rules Short Sleeve Shirt	\$ 39.99	N/A	UPF 30	Yes	Yes	Yes	Not Stated	0%	0%	100%	0%	0%	Yes	5	7	Male	No
Women's PFG Zero II Short Sleeve Shirt	\$ 40.00	\$ 29.90	UPF 30	Yes	Yes	Not Stated	0%	0%	100%	0%	0%	Yes	4	3	Female	No	
Guy Harvey																	
Badger UVX Cotton	\$ 26.00	N/A	UPF 30	Not Stated	Yes	Not Stated	Not Stated	47%	0%	47%	0%	0%	Not Stated	5	2	Male	No
Edge Performance Shirt With Pocket	\$ 30.00	N/A	UPF 30	Not Stated	Yes	Not Stated	Not Stated	0%	0%	100%	0%	0%	Not Stated	5	1	Male	No
Clipper Pro UVX Performance T-Shirt	\$ 32.00	N/A	Yes	Not Stated	Yes	Not Stated	0%	12%	88%	0%	0%	0%	Not Stated	5	3	Male	No
Huk																	
HUK Icon Short Sleeve	\$ 34.99	N/A	Yes	Yes	Yes	Yes	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	6	6	Male	No	
HUK Ice Short Sleeve Icon	\$ 39.99	N/A	Not Stated	Yes	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	6	6	Male	No	
HUK Logo Tee	\$ 24.99	N/A	Not Stated	Yes	Yes	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	6	6	Male	No	
HUK Trophy Short Sleeve Tee	\$ 39.99	N/A	Not Stated	Yes	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	6	3	Male	No	
HUK Trophy Kryptek Short Sleeve Tee	\$ 44.99	N/A	Not Stated	Not Stated	Yes	Yes	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	6	3	Male	No	
HUK LOPRO Icon Short Sleeve	\$ 34.99	N/A	Yes	Yes	Yes	Yes	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	6	4	Male	No	
HUK Kryptek LOPRO Icon Short Sleeve	\$ 39.99	N/A	Yes	Yes	Yes	Yes	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	5	6	Male	No	
HUK Kryptek LOPRO Solid Short Sleeve Insert	\$ 39.99	N/A	Yes	Yes	Yes	Yes	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	6	3	Male	No	
HUK Kryptek Solid Short Sleeve Inset	\$ 34.99	N/A	Yes	Yes	Yes	Yes	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	6	8	Male	No	
HUK Kryptek Icon Short Sleeve	\$ 39.99	N/A	Yes	Yes	Yes	Yes	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	6	10	Male	No	
HUK Ladies Ice Short Sleeve Heather	\$ 39.99	N/A	Not Stated	Yes	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	4	4	Female	No	
HUK Kryptek Ladies Short Sleeve Icon	\$ 39.99	N/A	Not Stated	Not Stated	Yes	Yes	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	5	4	Female	No	
HUK Serape Ladies V-Neck Tee	\$ 24.99	N/A	Not Stated	Yes	Yes	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	5	6	Female	No	
HUK Ladies X Mark Tee	\$ 24.99	N/A	Not Stated	Not Stated	Yes	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	5	2	Female	No	
HUK KC Scott Rising Sail Ladies V-Neck Tee	\$ 24.99	\$ 18.75	Not Stated	Yes	Yes	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	5	2	Male	No	
HUK Youth Kryptek Icon Short Sleeve	\$ 34.99	N/A	Yes	Yes	Yes	Yes	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	\$ 4.00	\$ 4.00	Male	Yes	
HUK Youth KC Scott Challenge Tee	\$ 19.99	N/A	Not Stated	Yes	Yes	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	\$ 4.00	\$ 1.00	Male	Yes	
L.L. Bean																	
Men's No Fly Zone Tee, Short-Sleeve	\$ 29.95	N/A	UPF 50	Not Stated	Yes	Not Stated	Not Stated	20%	4%	76%	0%	0%	Yes	5	2	Male	No
Maganalloway Performance Fishing Shirt, Short Sleeve	\$ 34.95	N/A	UPF 50	Not Stated	Yes	Not Stated	0%	0%	100%	0%	0%	Yes	5	4	Male	No	
Men's MTF&W Tee, Short-Sleeve Brook Trout	\$ 24.95	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	90%	0%	10%	0%	0%	Yes	5	1	Male	No
Women's No Fly Zone Field Tee, Short Sleeve	\$ 29.95	N/A	UPF 50	Not Stated	Yes	Not Stated	20%	4%	76%	0%	0%	Yes	5	2	Female	No	
Mojo																	
Short Sleeve Mojo Icon Shield Performance T-Shirt	\$ 24.95	N/A	UPF 30	Not Stated	Yes	Yes	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	6	2	Male	No	
V-Neck Performance Tee	\$ 24.95	N/A	UPF 30	Not Stated	Not Stated	Yes	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	6	2	Male	No	
Pelagic																	
Deluxe Waterman Tee	\$ 34.00	N/A	Yes	Yes	Yes	Not Stated	Yes	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	5	3	Male	No	
Waterman S/S Tee	\$ 34.00	N/A	Yes	Yes	Yes	No	Yes	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	5	2	Male	No	
Aquateck SS Shirt TBG	\$ 49.00	N/A	UPF 50	Not Stated	Yes	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	4	1	Male	No	
Makai V-Neck Tee	\$ 36.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	3	3	Female	No	
Premium Charger Tee - Youth	\$ 18.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	3	1	Male	Yes	
Double Hook Up Tee - Youth	\$ 20.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	3	1	Male	Yes	
Salt Life																	
Marlin Life Uvapor Pocket Tee	\$ 33.00	N/A	UV 30	Yes	Not Stated	Yes	Not Stated	0%	12%	88%	0%	0%	Not Stated	5	3	Male	No
Salt Life Salty Marlin SLX Uvapor Pocket Tee	\$ 33.00	\$ 26.00	UV 30	Yes	Not Stated	Yes	Not Stated	0%	12%	88%	0%	0%	Not Stated	5	2	Male	No
Salt Life Story Waters SLX Uvapor Pocket Tee	\$ 40.00	N/A	UV 30	Yes	Not Stated	Yes	Not Stated	0%	12%	88%	0%	0%	Not Stated	5	3	Male	No
Tuna Isle Tri-Blend V-Neck Tee	\$ 23.00	\$ 21.00	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	38%	0%	50%	12%	0%	Not Stated	4	3	Female	No
Old School Tuna SLX Uvapor Youth Tee	\$ 28.00	N/A	UV 30	Yes	Not Stated	Yes	Not Stated	0%	12%	88%	0%	0%	Not Stated	4	2	Male	No
Salt Life Full Sail SLX Uvapor Youth Performance Pocket Tee	\$ 28.00	\$ 25.00	UV 30	Yes	Not Stated	Yes	Not Stated	0%	12%	88%	0%	0%	Not Stated	3	1	Male	No
Under Armour																	
Boy's UA Camo Fill Big Logo	\$ 19.99	N/A	Not Stated	Not Stated	Yes	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Yes	5	2	Male	Yes
UA Bad Fish	\$ 29.99	N/A	Not Stated	Not Stated	Yes	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Yes	6	1	Male	No
UA Fish Hook	\$ 24.99	N/A	Not Stated	Not Stated	Yes	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Yes	6	5	Male	No

Table C3

Fishing Ball Caps

Product Name	Regular Price	Sale Price	SPF Protection	Cooling/Ventilation	Quick Dry	Antimicrobial	Stain Release	% Cotton	% Spandex	% Polyester	% Rayon	% Nylon	Imported	# Sizes	# Color Options	Gender	Youth	
AFTCO																		
Original Fishing Hat	\$ 18.00	N/A	Not Stated	Not Stated	Yes	Not Stated	Not Stated	0%	0%	0%	0%	100%	Not Stated	1	6	Male	No	
Avid																		
Classic Fishing Cap	\$ 24.95	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	3	Male	No	
Ionic Fitted Fishing Hat	\$ 26.95	N/A	Not Stated	Not Stated	Yes	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	2	5	Male	No	
Notch Snapback Hat	\$ 26.95	N/A	Not Stated	Not Stated	Yes	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	3	Male	No	
Columbia																		
PFG Bonehead	\$ 20.00	N/A	UPF 50	Not Stated	Not Stated	Not Stated	Not Stated	100%	0%	0%	0%	0%	Not Stated	1	3	Male	No	
Youth Adjustable Ball Cap	\$ 20.00	\$ 14.99	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	100%	0%	0%	0%	0%	Yes	1	4	Male	Yes	
Cascades Explorer Ball Cap	\$ 25.00	\$ 17.99	UPF 50	Not Stated	Not Stated	Not Stated	Yes	0%	0%	0%	0%	100%	Not Stated	1	4	Male	No	
Lost Lager Hat	\$ 25.00	\$ 17.99	Not Stated	Not Stated	Not Stated	Yes	Not Stated	70%	0%	0%	0%	30%	Yes	1	4	Male	No	
Waterright Cap	\$ 30.00	\$ 17.99	Not Stated	Not Stated	Yes	Not Stated	Not Stated	0%	0%	0%	0%	100%	Yes	1	1	Male	No	
Blood and Guts Hat	\$ 30.00	\$ 21.99	UPF 50	Not Stated	Not Stated	Not Stated	Yes	0%	0%	100%	0%	0%	Yes	1	4	Male	No	
Men's Croakhead Ballcap III	\$ 32.00	\$ 23.90	UPF 50	Yes	Not Stated	Not Stated	Not Stated	0%	0%	91%	0%	0%	Yes	1	2	Male	No	
Coolhead Graphic Ball Cap	\$ 34.00	\$ 24.90	UPF 50	Yes	Not Stated	Not Stated	Not Stated	0%	0%	92%	0%	0%	Yes	1	5	Male	No	
Titan Peak Ball Cap	\$ 35.00	N/A	UPF 50	Not Stated	Yes	Not Stated	Not Stated	0%	0%	98%	0%	0%	Yes	2	2	Male	No	
Costa Del Mar																		
Costa Coastal Flat Brim Hat	\$ 22.99	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	1	Male	No	
Guy Harvey																		
Fish Hat	\$ 26.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	3	Male	No	
Prez Hat	\$ 24.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	2	Male	No	
Black Dot Hat	\$ 25.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	1	Male	No	
Grand Slam Hat	\$ 14.99	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	0%	0%	0%	0%	0%	Not Stated	1	2	Male	No
2Tone Hat	\$ 22.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	3	Male	No	
Cast Away Hat	\$ 20.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	2	Male	No	
Haze Hat	\$ 15.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	100%	0%	0%	0%	0%	Not Stated	1	3	Male	No
Dart Hat	\$ 24.99	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	0%	2%	98%	0%	0%	Not Stated	1	2	Male	No	
Grand Slam Youth Hat	\$ 12.99	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	100%	0%	0%	0%	0%	Not Stated	1	3	Male	Yes	
Gator Hat	\$ 14.99	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	100%	0%	0%	0%	0%	Not Stated	1	4	Male	Yes	
Mad Hatter Hat	\$ 20.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	2	Male	Yes	
Huk																		
KC Scott Tuna Patch Stretch Cap	\$ 24.99	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	0%	0%	100%	0%	0%	Not Stated	2	1	Male	No	
Logo Deluxe Tech Stretch Cap	\$ 22.99	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	0%	0%	100%	0%	0%	Not Stated	2	4	Male	No	
Youth Deluxe Tech Snap	\$ 19.99	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	2	Male	Yes	
L.L. Bean																		
Tropicwear Cap	\$ 14.95	N/A	UPF 50	Not Stated	Yes	Not Stated	Not Stated	0%	0%	29%	0%	71%	Yes	1	3	Male	No	
Heritage Fishing Hat	\$ 14.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Yes	1	2	Male	No	
NY Fly Zone 6-Led Fishing Cap	\$ 39.95	N/A	UPF 50	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Yes	1	2	Male	No	
Traverse TEK Cotton 5-Panel Hat	\$ 29.95	N/A	Not Stated	Not Stated	Yes	Not Stated	Not Stated	100%	0%	0%	0%	0%	Yes	1	1	Male	No	
Men's MIL & W Waxcloth Hat, Brook Trout	\$ 24.95	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Yes	1	1	Male	No	
MIL & W Baseball Cap, Brook Trout	\$ 19.95	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Yes	1	1	Male	No	
Magellan																		
Outdoors Men's Summerville Printed Hat	\$ 12.99	\$ 7.99	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	100%	0%	0%	0%	0%	Not Stated	1	2	Male	No	
Men's Aransas Pass Bass Fishing Hat	\$ 4.99	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	65%	35%	35%	0%	Not Stated	Not Stated	1	2	Male	No	
Mojo																		
Cool II Cap	\$ 19.95	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	1	Male	No	
Performance Hat	\$ 21.00	N/A	Not Stated	Not Stated	Yes	Not Stated	Not Stated	0%	0%	0%	0%	100%	Not Stated	1	2	Male	No	
Patagonia																		
Fitz Roy Tarpon Stretch Fit	\$ 35.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	98%	2%	0%	0%	0%	Not Stated	2	4	Male	No	
Longbill Stretch Fit Fly Fishing Cap	\$ 39.00	N/A	Not Stated	Not Stated	Yes	Not Stated	Not Stated	0%	0%	100%	0%	0%	Not Stated	2	3	Male	No	
Water-resistant LoPro Tracker Cap	\$ 49.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	0%	0%	100%	0%	0%	Not Stated	1	2	Male	No	
P-6 Label Trail Cap	\$ 35.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	100%	0%	0%	0%	0%	Not Stated	1	2	Female	No	
Old Growth Patch Stand Up Hat	\$ 35.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	100%	0%	0%	0%	0%	Not Stated	1	2	Female	No	
Patagonia																		
Cirle Patch Snapback	\$ 29.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	4	Male	No	
Logo Delta Series	\$ 38.00	N/A	Not Stated	Not Stated	Yes	Yes	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	2	4	Male	No	
Double Hookup Cap	\$ 27.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	2	1	Male	No	
Salt Life																		
Heavy Hitter Stretch Fit Cap	\$ 22.00	N/A	Not Stated	Not Stated	Yes	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	2	4	Male	No	
Faded Marlin Stretch	\$ 24.00	\$ 22.00	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	3	Male	No	
Salt Life Signature OPS Ladies Hat	\$ 22.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	1	Male	No	
High Seas Ladies Hat	\$ 18.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	0%	3%	97%	0%	0%	Not Stated	1	5	Female	No	
Heavy Hitter SLX Youth Hat	\$ 20.00	N/A	UV 30	Not Stated	Not Stated	Not Stated	Not Stated	0%	3%	97%	0%	0%	Not Stated	1	2	Male	Yes	
The Original SLX Youth Hat	\$ 18.00	N/A	UV 30	Not Stated	Not Stated	Not Stated	Not Stated	0%	3%	97%	0%	0%	Not Stated	1	4	Male	Yes	
Heavy Hitter SLX Youth Hat	\$ 20.00	N/A	UV 30	Not Stated	Not Stated	Not Stated	Not Stated	0%	3%	97%	0%	0%	Not Stated	1	2	Male	Yes	
Southern Fin																		
Performance Nylon Snapback	\$ 34.95	\$ 29.95	Not Stated	Not Stated	Yes	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	No	1	2	Male	No
Under Armour																		
UAmouseVent Training Cap	\$ 24.99	N/A	No	No	Yes	No	No	0%	0%	0%	0%	0%	No	3	7	Male	No	
UA Blitzing II Stretch Fit	\$ 21.99	N/A	No	No	No	No	No	0%	0%	0%	0%	0%	No	3	19	Male	No	
UA Curved Brim Stretch Fit	\$ 19.99	N/A	No	No	No	No	No	0%	0%	0%	0%	0%	No	4	3	Male	No	

Table C4

Fishing Visors

Product Name	Regular Price	Sale Price	SPF Protection	Cooling/Ventilation	Quick Dry	Antimicrobial	Stain Release	% Cotton	% Spandex	% Polyester	% Rayon	% Nylon	Imported	# Sizes	# Color Options	Gender	Youth
AFTCO																	
Capt. Hook Visor	\$ 18.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	0%	0%	100%	0%	0%	Not Stated	1	1	Male	No
Patch Visor	\$ 18.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	100%	0%	0%	0%	0%	Not Stated	1	2	Male	No
Go Truckin Visor	\$ 18.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Yes	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	2	Male	No
Avid																	
Ionic Fishing Visor	\$ 22.95	N/A	Not Stated	Not Stated	Yes	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	6	Male	No
Columbia																	
PFG Mesh Visor	\$ 22.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	98%	0%	0%	0%	0%	No	2	3	Male	No
Men's Coolhead II Visor	\$ 25.00	\$ 17.99	Not Stated	Yes	Yes	Not Stated	Not Stated	0%	0%	0%	0%	100%	Yes	1	2	Male	No
Blood and Guts Visor	\$ 25.00	\$ 17.99	Not Stated	Not Stated	Not Stated	Not Stated	Yes	0%	0%	100%	0%	0%	Yes	1	3	Male	No
Women's PFG Coolhead II Visor	\$ 25.00	\$ 17.99	Not Stated	Yes	Yes	Not Stated	Not Stated	0%	0%	0%	0%	100%	No	1	2	Female	No
Costa Del Mar																	
Costa Cotton Visor	\$ 16.99	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	5	Male	No
Guy Harvey																	
Patchwork Visor	\$ 20.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	1	Male	No
Marlin Head Visor	\$ 14.99	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	100%	0%	0%	0%	0%	Not Stated	1	2	Male	No
Guy Harvey Blue Visor	\$ 16.99	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	100%	0%	0%	0%	0%	Not Stated	1	2	Female	No
Huk																	
Logo Visor	\$ 22.99	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	0%	0%	100%	0%	0%	Not Stated	1	3	Male	No
Magellan																	
Bonfish Ripstop Visor	\$ 7.99	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	0%	0%	0%	0%	0%	Not Stated	1	3	Male	No
Men's Aransas Pass Floatable Fishing Visor	\$ 7.99	N/A	Not Stated	Not Stated	Yes	Not Stated	Not Stated	0%	0%	100%	0%	0%	Not Stated	1	2	Male	No
Mojo																	
Finn Bass Visor	\$ 24.95	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	1	Male	No
Dolphin Visor	\$ 21.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	0%	0%	0%	0%	100%	Not Stated	1	1	Male	No
Patagonia																	
Fitz Roy Trout Visor	\$ 25.00	N/A	Not Stated	Not Stated	Yes	Not Stated	Not Stated	100%	0%	0%	0%	0%	Not Stated	1	7	Male	No
Duck Bill Visor	\$ 25.00	N/A	Not Stated	Not Stated	Yes	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	4	Female	No
Pelagic																	
Coral Camo Visor	\$ 24.00	N/A	Not Stated	Not Stated	Yes	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	Male	No	
Salt Life																	
Metal Seas Performance Visor	\$ 28.00	N/A	Not Stated	Not Stated	Yes	Not Stated	Not Stated	0%	0%	100%	0%	0%	Not Stated	1	2	Male	No
Salt Life Dive All Day Visor	\$ 20.00	\$ 18.00	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	1	Male	No
Waterman Twill Visor	\$ 20.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	5	Male	No
Marlin Fade Visor	\$ 22.00	\$ 20.00	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	2	Male	No
Summers Day Ladies Visor	\$ 22.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	2	Female	No
All Day Performance Ladies Visor	\$ 18.00	N/A	Not Stated	Not Stated	Yes	Not Stated	Not Stated	0%	0%	100%	0%	0%	Not Stated	1	6	Female	No
The Original Twill Visor	\$ 20.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	5	Female	No

Table C5

Fishing Mesh Hats

Product Name	Regular Price	Sale Price	SPF Protection	Cooling/Ventilation	Quick Dry	Antimicrobial	Stain Release	% Cotton	% Spandex	% Polyester	% Rayon	%Nylon	Imported	# Sizes	# Color Options	Gender	Youth	
AFTCO																		
Tech Cooler Fishing Hat	\$ 16.00	N/A	Yes	Not Stated	Yes	Not Stated	Not Stated	0%	0%	0%	0%	100%	Not Stated	1	4	Male	No	
Cow Town Tracker Hat	\$ 20.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	1	Male	No		
Tag Flyer Tracker Hat	\$ 20.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	2	Male	No		
Squared Tracker Hat	\$ 20.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	2	Male	No		
Castion Tracker Hat	\$ 22.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	1	Male	No		
Radiant Hat	\$ 26.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	2	1	Male	No		
Avia																		
Form Done Tracker Hat	\$ 19.95	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	1	Male	No	
Total Tracker Hat	\$ 24.95	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	4	Male	No	
Digital Camo Tracker Hat	\$ 25.95	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	1	Male	No	
Fly Fishing Tracker Hat	\$ 26.95	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	2	Male	No	
Flexifit Fitted Mesh Hat	\$ 29.95	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	2	2	Male	No	
Columbia																		
PIG Mesh Ball Cap	\$ 25.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	43%	2%	55%	0%	0%	Yes	2	15	Male	No	
PIG Mesh Snap Back Ball Cap	\$ 25.00	\$ 17.90	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	98%	0%	0%	0%	0%	Not Stated	2	2	Male	No	
PIG Mesh StateSide Ball Cap	\$ 25.00	\$ 17.90	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	98%	0%	0%	0%	0%	Yes	2	3	Male	No	
PIG Mesh Brim Ballcap	\$ 25.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	98%	0%	0%	0%	0%	Yes	2	2	Male	No	
PIG Signature 110 Ball Cap	\$ 30.00	\$ 21.90	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	98%	0%	0%	0%	0%	Yes	1	4	Male	No	
Costa Del Mar																		
Costa Mesh Hat	\$ 14.99	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	7	Male	No	
Bass Tracker	\$ 17.99	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	3	Male	No	
Ocean Search Tracker	\$ 17.99	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	2	2	Male	No	
United Tracker Hat	\$ 22.99	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	2	Male	No	
Reel Tracker Hat	\$ 22.99	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	2	Male	No	
Ocean Nantucket Tracker	\$ 24.99	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	2	Male	No	
Ocean Blitz Tracker	\$ 24.99	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	2	Male	No	
Fitter Stretch Tracker Hat	\$ 24.99	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	2	Male	No	
Stealth Trout Hat	\$ 24.99	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	2	Male	No	
Original Patch Marlin Hat	\$ 24.99	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	2	Male	No	
Neon Tracker Graphite Hat	\$ 24.99	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	2	Male	No	
Gillz																		
Two-tone mesh back cap	\$ 19.99	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	1	Male	No	
Cotton Mesh Back Structured Cap	\$ 19.99	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	1	Male	No	
Bass Cap in Black	\$ 24.95	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	1	Male	No	
All Over Camo with Mesh Back Cap	\$ 24.95	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	1	Male	No	
Guy Harvey																		
Barrel Roll Hat	\$ 26.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	3	Male	No	
Streaker Hat	\$ 24.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	2	Male	No	
Boom Shaka	\$ 20.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	1	Male	No	
Team Tracker Hat	\$ 17.99	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	100%	0%	0%	0%	0%	Not Stated	1	2	Male	No	
Acid Drop Hat	\$ 20.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	2	Male	Yes	
Huk																		
KC Scott Happy Hour Flat Bill	\$ 24.99	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	0%	0%	100%	0%	0%	Not Stated	1	2	Male	No	
Soft Stretch Tech	\$ 19.99	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	2	3	Male	No	
Soft Stretch Tech	\$ 19.99	\$ 14.99	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	2	1	Male	No	
L.L. Bean																		
L.L. Bean Fishing Tracker Hat	\$ 14.95	N/A	Not Stated	Not Stated	Yes	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Yes	1	3	Male	No	
Magellan																		
Outdoors Mer's Coast Chilli Hat	\$ 14.99	\$ 7.99	Not Stated	Not Stated	Yes	Not Stated	Not Stated	0%	0%	100%	0%	0%	Not Stated	1	3	Male	No	
Mer's Sketch'd Tuna Tracker Cap	\$ 4.99	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	2	Male	No	
Cute Catch Oxford Tracker Cap	\$ 14.99	N/A	Not Stated	Not Stated	Yes	Not Stated	Not Stated	55%	0%	45%	0%	0%	Not Stated	1	5	Female	No	
Mojo																		
Finn Bass	\$ 29.95	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	1	Male	No	
Red Mojo Logo Snapback	\$ 19.95	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	1	Male	No	
Mojo Flat Bill Hat	\$ 25.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	2	3	Male	No	
Patagonia																		
Fishpeople Tracker Hat	\$ 29.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	100%	0%	0%	0%	0%	Not Stated	1	1	Male	No
Fitz Roy Crest LoPro Tracker Hat	\$ 29.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	100%	0%	0%	0%	0%	Not Stated	1	8	Male	No
Fitz Roy Bear Tracker Hat	\$ 29.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	100%	0%	0%	0%	0%	Not Stated	1	4	Female	No
Pelagic																		
Aloha Snapback	\$ 27.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	1	Male	No	
Sailfish Republic Tracker	\$ 26.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	2	Male	No	
Og Trucker	\$ 30.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	2	Male	No	
Womens Offshore Cap	\$ 24.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	1	Female	No	
Salt Life																		
Aquaholic Trucker Mesh Hat	\$ 18.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	2	Male	No	
Waterways Tracker Mesh Hat	\$ 20.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	5	Male	No	
Hawaiian Trip Straw Trucker Mesh Hat	\$ 22.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	2	Male	No	
Get Salty Ladies Trucker Hat	\$ 20.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	2	Male	No	
The Trifecta Mesh Black Youth Hat	\$ 18.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	3	Male	Yes	
Electric Fish Trucker Mesh Youth Hat	\$ 20.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	3	Male	Yes	
Salt Life Shaka Fish Youth Hat	\$ 18.00	\$ 16.00	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	2	Male	Yes	
At Ease Hibiscus Ladies Trucker Hat	\$ 22.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	2	Female	No	
See Y'all Ladies Trucker Hat	\$ 18.00	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	3	Female	No	
Southerns Fin																		
Full Mesh Frightie Snapback	\$ 34.95	\$ 32.95	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	2	Male	No	
Original Logo-Trucker Hat	\$ 29.95	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	2	Male	No	
Under Armour																		
UA CoolSwitch ArmourVent Patch Cap	\$ 29.99	N/A	Not Stated	Not Stated	Yes	Not Stated	Not Stated	0%	0%	100%	0%	0%	Yes	1	1	Male	No	
UA Fish Hook Camo Adjustable Cap	\$ 24.99	N/A	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	1	3	Male	No	
UA Classic Mesh Back Cap	\$ 24.99	N/A	Not Stated	Not Stated	Yes	Not Stated	Not Stated	Not Stated	Not Stated	100%	Not Stated	Not Stated	Not Stated	Yes	1	5	Male	No
UA Fish Hook Mesh Cap	\$ 24.99	\$ 13.99	Not Stated	Not Stated	Yes	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Yes	1	2	Female	No

Table C6

Fishing Shorts

Product Name	Regular Price	Sale Price	SPF Protection	Cooling/Ventilation	Quick Dry	Antimicrobial	Stain Release	% Cotton	% Spandex	% Polyester	% Rayon	% Nylon	Imported	# Sizes	# Color Options	Gender	Youth
JTCO																	
Cyberfish Hybrid Shorts	\$ 49.00	N/A	Not stated	Yes	Yes	Not stated	Yes	0%	0%	88%	0%	0%	Not stated	7	2	Male	No
Blueshiff Fishing Shorts	\$ 45.00	N/A	UPF 50	Not stated	Yes	Not stated	Yes	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated	8	3	Male	No
Original Fishing Shorts	\$ 55.00	N/A	UPF 50	Not stated	Yes	Not stated	Yes	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated	10	18	Male	No
Avid Fishing Walkshorts	\$ 58.00	N/A	UPF 50	Not stated	Yes	Not stated	Not stated	Not stated	Not stated	88%	Not stated	Not stated	Not stated	7	3	Male	No
Tactical Fishing Shorts	\$ 62.00	N/A	UPF 50	Not stated	Yes	Not stated	Yes	0%	0%	95%	0%	0%	Not stated	7	3	Male	No
Stealth Fishing Shorts	\$ 62.00	N/A	UPF 50	Not stated	Not stated	Not stated	Yes	0%	0%	0%	93%	Not stated	7	6	Male	No	
Reeltime 2L Fishing Shorts	\$ 50.00	N/A	UPF 50	Not stated	Yes	Not stated	Yes	0%	0%	0%	0%	100%	Not stated	7	3	Male	No
Boys Original Fishing Shorts	\$ 50.00	N/A	UPF 50	Not stated	Yes	Not stated	Yes	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated	4	12	Male	Yes
Avid																	
Cone Fishing Hybrid Walkshort	\$ 54.95	N/A	Not stated	Not stated	Yes	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated	6	4	Male	No
Colombia																	
Men's PGF Backcast III Water Short	\$ 30.00	N/A	UPF 50	Not stated	Yes	Not stated	Not stated	0%	0%	0%	0%	100%	Yes	5	8	Male	No
Men's PGF Brewka II Short	\$ 40.00	N/A	UPF 50	Not stated	Not stated	Not stated	Not stated	100%	0%	0%	0%	0%	Yes	5	5	Male	No
Men's PGF Grande Marlin II Offshore Short	\$ 45.00	N/A	UPF 50	Not stated	Yes	Not stated	Not stated	0%	0%	88%	0%	0%	Not stated	8	6	Male	No
Men's PGF Half Moon II Short	\$ 40.00	N/A	UPF 15	Not stated	Not stated	Not stated	Not stated	100%	0%	0%	0%	0%	Yes	5	4	Male	No
Men's PGF Terminal Tackle Short	\$ 50.00	N/A	UPF 50	Not stated	Not stated	Not stated	Yes	0%	0%	88%	0%	0%	Not stated	8	6	Male	No
Men's PGF Big Katuna II Short	\$ 55.00	N/A	UPF 50	Not stated	Yes	Not stated	Yes	0%	0%	100%	0%	0%	Yes	8	4	Male	No
Men's Force 12 Short	\$ 100.00	N/A	UPF 30	Yes	Not stated	Not stated	Yes	0%	0%	85%	0%	0%	Yes	8	2	Male	No
Men's PGF Super Harborside Chino Short	\$ 60.00	N/A	UPF 50	Not stated	Not stated	Not stated	Not stated	65%	0%	32%	0%	0%	Yes	8	4	Male	No
Terminal Tackle Short	\$ 60.00	N/A	UPF 50	Not stated	Not stated	Not stated	Yes	0%	0%	88%	0%	0%	Not stated	7	3	Male	No
Men's PGF Barracuda Killer Short	\$ 45.00	N/A	UPF 15	Not stated	Yes	Not stated	Not stated	62%	0%	0%	0%	38%	Yes	9	4	Male	No
Men's PGF Blood and Guts III Short	\$ 45.00	N/A	UPF 30	Not stated	Yes	Not stated	Yes	0%	0%	100%	0%	0%	Yes	9	3	Male	No
Men's PGF Backcast II Printed Short	\$ 35.00	\$ 24.90	UPF 50	Not stated	Yes	Not stated	Not stated	0%	0%	0%	0%	100%	Yes	5	4	Male	No
Men's Grandin Marlin II Offshore Short - Big	\$ 50.00	N/A	UPF 50	Not stated	Yes	Not stated	Not stated	0%	0%	0%	0%	0%	Yes	7	2	Male	No
Women's PGF Tidal Short	\$ 45.00	N/A	UPF 50	Not stated	Yes	Not stated	Yes	0%	0%	88%	0%	0%	Not stated	5	2	Female	No
Women's PGF Harbor Tide Walk Short	\$ 40.00	N/A	UPF 50	Not stated	Not stated	Not stated	Not stated	100%	0%	0%	0%	0%	Not stated	8	1	Female	No
Women's PGF Harboride Short	\$ 45.00	N/A	Not stated	Not stated	Not stated	Not stated	Not stated	65%	0%	32%	0%	0%	Not stated	8	1	Female	No
Women's PGF Inverve II Short	\$ 40.00	\$ 24.90	UPF 50	Not stated	Not stated	Not stated	Not stated	100%	0%	0%	0%	0%	Yes	5	3	Female	No
Women's Cool Coast II Short	\$ 35.00	\$ 14.90	UPF 50	Not stated	Not stated	Not stated	Yes	0%	0%	100%	0%	0%	Yes	5	5	Female	No
Boy's PGF Backcast Short	\$ 22.00	\$ 14.90	UPF 50	Not stated	Yes	Not stated	Not stated	0%	0%	0%	0%	100%	Yes	6	4	Male	Yes
Boy's Terminal Tackle Short	\$ 35.00	\$ 21.90	UPF 50	Not stated	Not stated	Not stated	Yes	0%	0%	88%	0%	0%	Not stated	6	6	Male	Yes
Girl's Silver Ridge III Short	\$ 30.00	\$ 18.90	UPF 30	Not stated	Yes	Not stated	Not stated	0%	0%	0%	0%	100%	Yes	6	3	Male	Yes
Boy's PGF Half Moon Short	\$ 32.00	N/A	UPF 15	Not stated	Not stated	Not stated	Not stated	100%	0%	0%	0%	0%	Yes	6	2	Male	Yes
Girl's Oaks II Pull-On Short	\$ 36.00	\$ 14.90	Not stated	Not stated	Not stated	Not stated	Not stated	100%	0%	0%	0%	0%	Yes	6	4	Male	Yes
Boy's Super Backcast Short	\$ 27.00	\$ 19.90	UPF 50	Not stated	Yes	Not stated	Not stated	0%	0%	0%	0%	100%	Yes	6	5	Male	Yes
Girl's Silver Ridge Printed Short	\$ 35.00	\$ 21.90	UPF 30	Not stated	Yes	Not stated	Not stated	0%	0%	0%	0%	100%	Yes	6	3	Male	Yes
Gilla																	
Stalker Shorts	\$ 59.99	N/A	UPF 50	Not stated	Yes	Yes	Yes	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated	5	2	Male	No
Guy Harvey																	
Wade Fish Hybrid Walk Short	\$ 49.99	N/A	UPF 50	Not stated	Yes	Not stated	Not stated	0%	0%	100%	0%	0%	Not stated	8	5	Male	No
Crossfade Hybrid Walk Short	\$ 55.00	N/A	Yes	Not stated	Yes	Not stated	Not stated	0%	0%	100%	0%	0%	Not stated	7	4	Male	No
Marine Board Shorts	\$ 60.00	N/A	Not stated	Not stated	Not stated	Not stated	Not stated	0%	0%	88%	0%	0%	Not stated	7	1	Male	No
Edge Boardshorts	\$ 50.00	N/A	Not stated	Not stated	Yes	Not stated	Not stated	0%	0%	100%	0%	0%	Not stated	7	1	Male	No
Huk																	
HUK KC Scott Billfish Hybrid Lite Short	\$ 54.99	N/A	Yes	Not stated	Yes	Yes	Yes	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated	8	2	Male	No
HUK Next Level Short	\$ 59.99	N/A	UPF 30	Yes	Yes	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated	6	4	Male	No
HUK KC Scott Lines Hybrid Lite Short	\$ 54.99	N/A	Yes	Not stated	Yes	Yes	Yes	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated	8	2	Male	No
HUK Next Level Board Short	\$ 59.99	N/A	UPF 30	Yes	Yes	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated	6	3	Male	No
HUK Ladies Paupa Boy Short	\$ 49.99	N/A	UPF 30	Not stated	Yes	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated	5	2	Female	No
L.L. Bean																	
Men's Tropicalwear Cargo Shorts	\$ 49.95	\$ 39.99	UPF 50	Not stated	Yes	Not stated	Not stated	0%	0%	0%	0%	100%	Yes	4	3	Male	No
Technical Fishing Shorts	\$ 79.00	N/A	Not stated	Yes	Not stated	Not stated	Not stated	0%	10%	0%	0%	90%	Yes	6	1	Male	No
Women's Tropicalwear Shorts	\$ 49.95	N/A	UPF 50	Not stated	Yes	Not stated	Not stated	0%	6%	0%	0%	94%	Yes	5	2	Female	No
Magellan																	
Megellan Outdoors Men's Caddo Lake Solid Short	\$ 19.99	N/A	UPF 15	Not stated	Not stated	Not stated	Not stated	0%	14%	86%	0%	0%	Not stated	6	3	Male	No
Megellan Outdoors Men's Laguna Madre Solid Short	\$ 24.99	N/A	UPF 30	Not stated	Not stated	Not stated	Yes	0%	5%	0%	0%	95%	Not stated	6	4	Male	No
Megellan Outdoors Men's Aransas Pass Hybrid Short	\$ 19.99	N/A	UPF 30	Not stated	Not stated	Not stated	Not stated	0%	0%	100%	0%	0%	Not stated	8	4	Male	No
Megellan Outdoors Men's Printed Sunnerville Poplin Short	\$ 16.99	\$ 12.99	Not stated	Not stated	Not stated	Not stated	Not stated	99%	1%	0%	0%	0%	Not stated	10	4	Male	No
Megellan Outdoors Women's Fish Gear Falcon Lake Bermuda Short	\$ 16.99	N/A	UPF 20	Not stated	Yes	Not stated	Not stated	0%	0%	100%	0%	0%	Not stated	6	4	Female	No
Megellan Outdoors Women's Falcon Lake in Bermuda Short	\$ 14.99	N/A	UPF 20	Not stated	Yes	Not stated	Not stated	0%	0%	100%	0%	0%	Not stated	6	6	Female	No
Megellan Outdoors Boys' Fishgear Falcon Lake Hybrid Short	\$ 14.99	N/A	UPF 30	Not stated	Yes	Not stated	Not stated	0%	0%	100%	0%	0%	Not stated	6	3	Male	Yes
Megellan Outdoors Boys' Caddo Printed Lake Short	\$ 18.99	N/A	UPF 15	Not stated	Yes	Not stated	Not stated	0%	14%	86%	0%	0%	Not stated	5	1	Male	Yes
Mojito																	
Stretch Fit Performance Shorts	\$ 54.95	N/A	Not stated	Not stated	Not stated	Not stated	Not stated	0%	0%	97%	0%	0%	Not stated	5	4	Male	No
Pitch Black Shorts	\$ 46.00	\$ 27.60	Not stated	Not stated	Not stated	Not stated	Not stated	0%	0%	0%	0%	100%	Not stated	6	1	Male	No
Stretch Fit Collegiate Cut Shorts	\$ 55.00	\$ 33.00	Not stated	Not stated	Not stated	Not stated	Not stated	0%	0%	97%	0%	0%	Not stated	6	1	Male	No
Up On Step Short	\$ 55.00	N/A	Not stated	Not stated	Not stated	Not stated	Not stated	0%	0%	0%	0%	100%	Not stated	9	4	Male	No
Patagonia																	
Patagonia Men's Sandy Cay Shorts	\$ 69.00	N/A	UPF 50	Not stated	Not stated	Not stated	Yes	0%	0%	0%	0%	0%	Not stated	6	2	Male	No
Patagonia Men's Guidekiller II Shorts	\$ 69.00	N/A	UPF 50	Not stated	Yes	Not stated	Yes	0%	0%	0%	0%	100%	Not stated	6	2	Male	No
Patagonia Men's Technical Stretch Shorts	\$ 79.00	N/A	Not stated	Not stated	Yes	Not stated	Not stated	0%	0%	100%	0%	0%	Not stated	6	2	Male	No
Patagonia Women's Away From Home Shorts	\$ 79.00	N/A	UPF 50	Not stated	Yes	Not stated	Yes	0%	0%	0%	0%	100%	Not stated	8	2	Female	No
Patagonia Women's Baggies Shorts - 5"	\$ 49.00	N/A	Not stated	Not stated	Yes	Not stated	Not stated	0%	0%	0%	0%	100%	Not stated	6	22	Female	No
Patagonia Women's Tribune Shorts - 10"	\$ 65.00	N/A	UPF 50	Not stated	Yes	Not stated	Not stated	0%	12%	0%	0%	88%	Not stated	8	2	Female	No
Pelagic																	
Blackfin Boatshort	\$ 59.00	N/A	Not Stated	Not Stated	Yes	Yes	Yes	0%	0%	0%	0%	100%	Yes	6	5	Male	No
Socorro Walkshort	\$ 60.00	N/A	Not Stated	Not Stated	Yes	Yes	Yes	0%	0%	100%	0%	0%	Yes	8	2	Male	No
Deep Sea Tech-Short	\$ 66.00	N/A	Not Stated	Not Stated	Yes	Yes	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	Not Stated	6	2	Male	No
Maliblue Hybrid-Short	\$ 68.																

Appendix D

Setting Up Social Media Platforms

Facebook

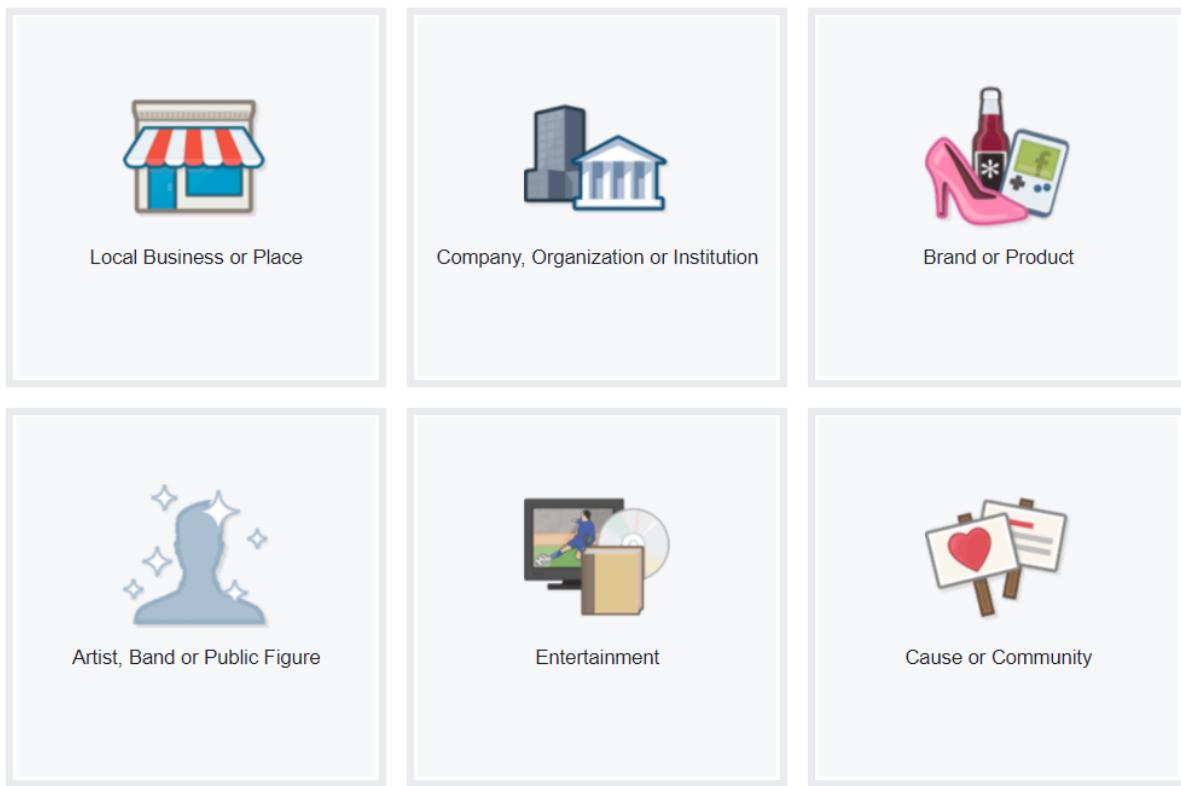
- 1) Go to Facebook.com/business
- 2) Create a Page



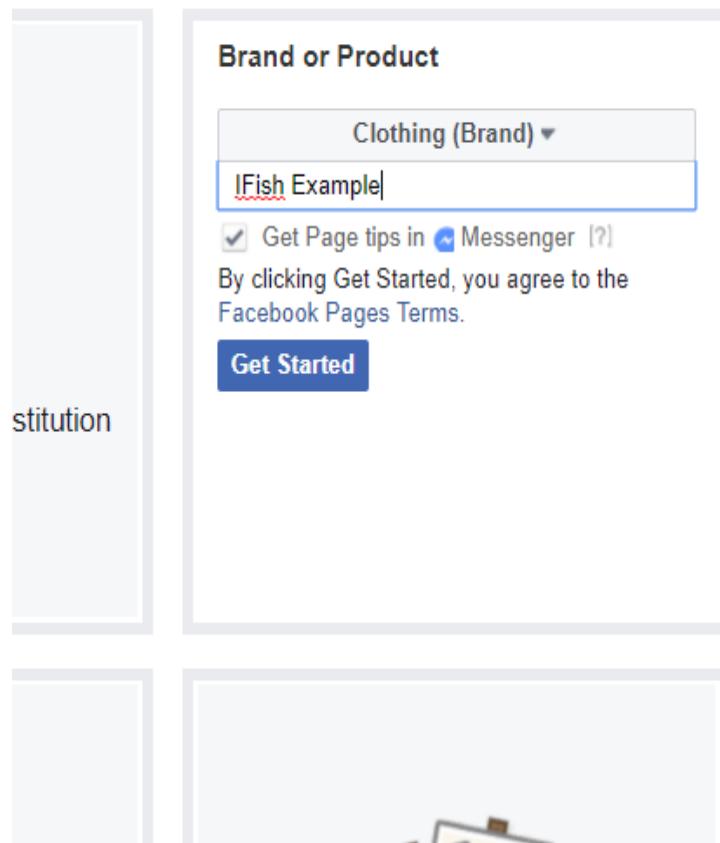
- 3) Click on Brand or Product

Create a Page

Give your brand, business or cause a voice on Facebook and connect with the people who matter to you.
It's free to set up. Just choose a Page type to get started.



Under Choose a Category, select Clothing. Then enter the name of the page.



IFish Example

Create Page @Username

Home

Posts

Reviews

Photos

Shop

Groups

Community

Videos

Events

About

Promote

Manage Promotions

Add a Cover

Welcome to Your New Page

Before you share your Page with others, try these tips that help you describe your business, brand or organization. We'll give you more tips later.

- Add a Profile Picture**
Profile pictures help you build an identity for your Page. They also help people find your Page and recognize it in posts, comments and more.
- Add a Cover Photo**
Cover photos help you express your Page's identity. Try changing your cover photo when new things are happening with your business or organization.
- Add a Short Description**
Your Page's short description helps people know what you're about, and it appears in search results when people look for you online.
- Create a Username for Your Page**
When you create a username, it appears in custom URLs that help people find, remember and message your Page.

Like **Follow** **Share** ...

Facebook then takes you through the following steps:

- 5) Add a profile picture.
- 6) Add a Cover photo including product images.
- 7) Edit your page description to talk about the company, what it does, and what it stands for.

8) Then start inviting people to like the page!

Instagram

Instagram is an app that is available on any smartphone. It is not available on a desktop or laptop computer. To set up an Instagram account:

- 1) Download Instagram on your smartphone. Launch app.
- 2) Register using either your email or your Facebook account.
- 3) Set up a profile picture. Again, we recommend using the IFish logo.

Twitter

- 1) Go to Twitter.com
- 2) Click Join Twitter Today. Sign up with a username and password.
- 3) Upload profile picture. Again, we recommend using the IFish logo.
- 4) You can add a short bio, your location, and your website.