



WHIM GOLF HOLDINGS INC.
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Partners

What's on my mind today –

Designing the website, making sheets for us to measure costs, and thinking about the roadmap led me to consider what a Merrow production run might look like if we over-invest (do a production run that creates more inventory than clubs order by February 1st, 2024.)

Let's say we decide to make a few runs of shirts...

500 polyester

500 cotton

500 wool

So, we have 1500 shirts now

If the average club pro shop orders 42 shirts (The Bridge #)

Then, we only need to get in 35 club pro shops to sell out

This seems attainable... that's the good news.

The less good news is that if these shirts cost on average, all-in, \$42 (rough guess) to make, label, embroider, and package

That will cost \$63,000 (just over 25% of our potential funding)

So, is it worth it? How can we make this decision? Maybe gianetti makes wool, we make less wool, etc? But, that will still require the bulk fabric order from Draper for wool

That's it for now.

BEST,
WILL