

BUSINESS REVIEW PROCESS

Executive Summary

History and Objectives

- Company history
- Business Results to Date:
 - Units, dollars, # of customers, profitability, by product segment
- Statement of goals

Markets Overview

- Definition of different markets/sports and sizes by \$ and participants
 - Racing, triathlon, water exercise, lifeguard, fashion/fitness, kids
- Key distribution methods of products
- Profitability of different markets
- Key influencers/organizations in each market, how they reach consumers and what partnering/marketing opportunities they offer
- Current/new trends in the water sports and industry

Competitors

- Define key competitors by each market segment
- Competitors marketing plans, spending and focus
- Analysis of competitors product lines, pricing and distribution methods versus WWA
- Review of competitors customer service and policies
- What makes competition successful? What attracts consumers to them?
- What are their weaknesses?

Consumers/Customers

- Define different segments of customers: by sport, by geography, identify recommenders, by demographics, by annual spending, by cross categorization, estimate of purchasing for multiple family members, and by physical size. Evaluate internet vs. phone orders by consumer.
- Segment new buyers acquired via Internet vs. phone, and by offers/promos/ads. Is there a link between order size and loyalty? Is there a niche group of promotion-only buyers?
- Evaluate ability to hold loyal and non-loyal consumers, and what factors cause us to lose consumers (backorders)
- Impact of backorders on customer loyalty, impact of promotions on customer loyalty
- Evaluate ability to convert all customers to online purchasing
- Define average requirements/spending by segment and estimate our % of requirements by consumer segment. What is our average time for repurchase?
- % of catalog requesters converted to buyers? Time to convert?
- Consumer segmentation: % male/female, region of country, average sale, average # items/sale
- Consumer feedback/satisfaction data and conclusions reviewed. How are we measuring satisfaction and complaints and is it effective?