



Client Snapshot | Region: Americas
Industry: Sporting Goods



Development of a Sporting Goods Brand

Setting

- A start-up, sporting goods company wants to grow its core business in golf equipment by reducing cost and developing innovative products
- Company wants to expand into hockey sticks

Challenge

- Identify mid-size factories that produce quality equipment at competitive prices and will work with a small but growing company
- Achieve product innovation in order to help differentiate the brand and support margins

Solution

- Sertus identified and evaluated suppliers, tested products and developed partnerships with key manufacturers
- Branding was centrally coordinated across suppliers and a rigorous quality control process enacted
- A licensing strategy was developed and supplier agreements signed to protect trademarks

The Results

Company has **significantly improved profitability** and **grown its portfolio of products by 500%**, **is selling NHL licensed product** as well as its **own brands** at wholesale, retail and on-line channels.

