

Sports Apparel: Two-Month Strategy Deep Dive

Designed an actionable playbook as well as pipelines to drive growth in a business that had become flat over the last three years

Project Overview

Client Context

- PE-owned client is a ~\$40M revenue sport apparel and accessories BU with 15%+ EBITDA margins
- BU represented ~40% of total company's revenue, but a higher share of EBITDA
- Business has been flat over last three years
- CEO had a need for the strategic and analytical capabilities of a top-tier firm, but limited resources
- Conducted two-month review that generated key insights around growth potential and culminated in actionable playbooks and pipelines

Approach

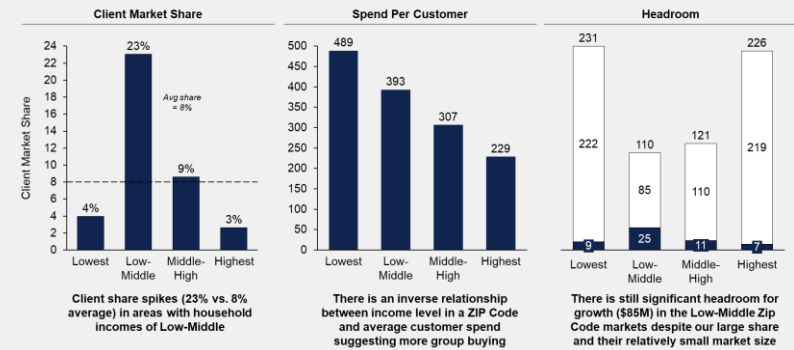
- Created a customer factbase including product mix and profitability, demographic spending patterns, segmentation, retention/churn, and cross-sell analysis
- Completed a market and competitive assessment including market sizing, share and headroom analysis, competitive research including a social media/web comparison and key customers interviews
- Developed a playbook with specific action areas and created pipelines for growth through new customer, lost customers, cross-sell as well as potential partnerships

Outcome

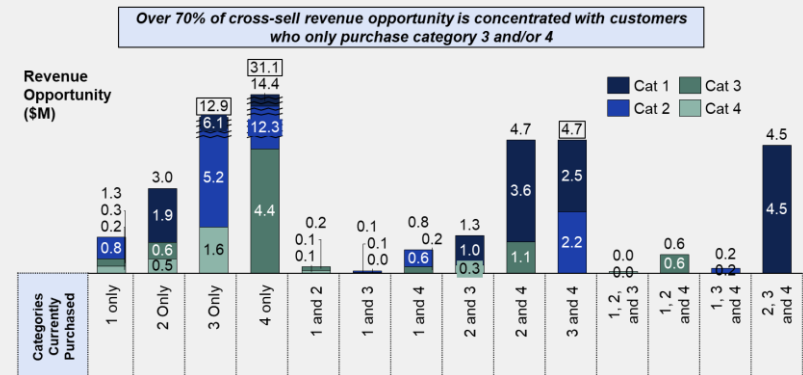
- Quote from CEO, "As the CEO of a smaller portfolio company I knew that I had a need for the strategic and analytical capabilities of a top-tier firm, but also had limited resources. TRC's ability to drive insights, actionable playbooks, pipelines and tactics in a short timeframe within my budget resulted in an incredibly high ROI for my business."
- Execution in process

Deliverable Examples

Customer Income Segment Analysis



Cross-Sell Assessment



Note: Full case studies available upon request
Names & Numbers Modified to Maintain Confidentiality

