

## Merchandise Fulfillment Case Study

Baja Wearables

**Application:** Merchandise Fulfillment

**Client:** Baja Boats

**Challenge:** Design merchandise that represents the Baja lifestyle. The clothing and accessories need to match the style of the Baja boat owner. This product must be readily available to the Baja enthusiast.

**Goal:** Expand Baja Boats brand reach through branded apparel and merchandise

**Solution:** Threds designed and fulfilled Baja's extensive line of clothing and accessories to promote the Baja brand. We have generated exposure for these products by:

- Developing Baja's retail Web site linked from the main Baja Web site
- Driving traffic to the retail Web site by promoting products in the *Boaters World Big Book* magazine and in the *Baja Lifestyle* magazine

**Results:**

- Developed and designed over 100 branded products that successfully represented the Baja lifestyle and maintained logo integrity.
- Created a highly successful retail Web site which generated over 700 orders per month.
- Generated an average of 300 additional orders per year from traffic generated by *Boaters World Big Book*.