



Merchandise Fulfillment Case Study

Sea Ray Wearables

Application: Merchandise Fulfillment

Client: Sea Ray Boats

Challenge: Develop a plan to get Sea Ray's neglected merchandise fulfillment program back on track.

Goal: Expand Sea Ray's brand reach through merchandise fulfillment while reducing program costs

Solution: By working hand-in-hand with the Sea Ray marketing team, Threds was able to get their merchandise fulfillment program back on track and has become a vital component to expanding Sea Ray's brand reach. Here are just a few of the many improvements we have made since taking over the program in 2002:

- Found outlets to move old and outdated inventory from Sea Ray's past provider
- Developed new product offerings with fresh designs and logo integrity
- Redesigned Sea Ray's merchandise Web site and included a platform to help the dealers promote the brand
- Worked with Sea Ray to integrate the merchandising needs of customers, the world renowned dealer network, and the employees to gain huge buying power
- Designed merchandise to support Sea Ray lifestyle events, the dealer meeting, and sales events
- Developed additional avenues to position and promote Sea Ray's brand merchandise, including:
 - o The set up of a high end retail store for customers attending Yacht Expo, one of Sea Ray's largest annual events
 - o Developed multiple designs for the Boater's World Big Book
 - o Set up a licensing agreement to have thousands of Sea Ray motorized model boats distributed through major toy stores (125,000)
 - o Development and merchandise support of Aquapalooza™; the largest on-water party nation wide

Results:

- Reduced program cost by 20% by leveraging increased buying power through integrating customers, dealers and corporate merchandising needs
- Increased merchandise line from 60 to over 250 products
- Increased merchandise sales 45% since 2002
- Increased sales channels
- Managed the integrity of the Sea Ray brand across 150 dealers