Little Craggers

CHILDREN’S FALL/WINTER 2015 MARKETING PLAN

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DHE 370
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MISSION STATEMENT

Little Craggers designs, markets, manufactures and sells outdoor apparel for children of active families ages six to twelve. Our better price range style offering includes high quality jackets, tops, pants and accessories constructed to withstand the wear and tear of adventurous children, while keeping them warm, comfortable and dry when exploring the outdoors. We strive to be a leader in the outdoor industry for responsibly made clothing, which is why we use environmentally friendly fabrics and produce our products locally in the U.S. We want to protect our environment for this and future generations of Little Craggers. When the child outgrows their gear or it is no longer wearable, we offer a rewards program for our customers who recycle those items with us. Our materials and resource savings provide a business, social and ecological edge over our competitors. Keep the cycle going! When it comes to outfitting your kids with clothing for the outdoors, we hope to share our expertise and exceptional service with you online and at our retail stores.
TARGET MARKET

Demographics

About 22,500,000 children ages 6 to 11 are living in the United States in 2013, according to the Federal Interagency Forum on Child and Family Statistics report (2014). The child population for this age group has steadily increased from 21.3 million in 2009. Between 2013 and 2018, children’s clothing sales in the US are expected to grow by 14%, reaching $49 billion (Mintel, 2014). As of 2012, 63% of American children aged 6-12 participated in outdoor recreation, steadily rising in popularity from 62% in 2009 (Outdoor Foundation, 2013). Based on the growth trends for child population, apparel sales and outdoor leisure, Little Craggers will produce outdoor clothing for boys and girls ages 6 to 12.

Outdoor recreationists are concentrated in the Pacific Northwest, Mountain, East North Central and South Atlantic regions of the United States. California, Oregon and Washington have one of the highest participation rates of 52%, which comprises of 17% of the US market (Outdoor Foundation, 2013). As of 2013, there are over 3,500,000 children ages 5-11 living in California, 330,000 in Oregon, and 618,000 in Washington, all of which indicate a 51% male and 49% female gender distribution (Annie E. Casey Foundation, 2014a, 2014b & 2014c). This particular age group residing along the Pacific Coast has demonstrated a growth trend of almost 15% over the past few decades (USDA Forest Service, 2011). Little Craggers is targeting the Pacific Coast region to access an expanding market of young outdoor enthusiasts.

As of 2009, more than 2.5 million African Americans, nearly 6 million Asian/Pacific Islanders, almost 15 million Hispanics and over 24 million Caucasians lived along the Pacific Coast of the US (USDA Forest Service, 2012). The Annie E. Casey Foundation (2014a, 2014b & 2014c) states the majority of children living in Washington (59%) and Oregon (65%) are
Caucasian. Only 20% of Washington children and 22% of Oregon children are Hispanic. However, more than half of the California child population is Hispanic, followed by 27% Caucasian. The Outdoor Foundation (2013) found that American outdoor enthusiasts are primarily of Caucasian ethnicity, followed by Asian, Hispanic, and African American minorities. Of children aged 6-12, Caucasians were the greatest participants at a rate of 66%. Caucasian and Hispanic outdoor enthusiasts averaged 43 outings per year. Little Craggers will integrate diverse elements into product designs reflecting cultural characteristics that appeal to different cultural families.

The U.S. Census Bureau (2012) indicated the majority of backpackers, bike riders, and hikers earn an annual income of $100,000 or more, closely followed by an annual income of $50,000-$74,999. The majority of campers earn an annual income of $50,000-$74,999. The median family income for families with children living in California and Oregon is $56,800, while Washington averages $65,7222. Based on an annual mean wage between $50,000-$74,999 for Pacific Coast residents, the Bureau of Labor Statistics (2014a, 2014b & 2014c) reported major occupations in the fields of business, finance, education, arts and entertainment, design, protective services, construction, maintenance, computer, social and life sciences. The most common (67-70%) of household types for all three states consisted of married couples, in which the head of household typically achieved a high school diploma or GED as the highest education (The Annie E. Casey Foundation, 2014a, 2014b & 2014c). As parents are the consumers of children’s apparel, Little Craggers will market to middle class married families with annual earnings ranging from $50,000 to $74,999.
Psychographics

Nearly 13.5 million American kids enjoy road, mountain or BMX biking. Over 12 million children enjoy running and trail running. Over 10 million of American youth participate in car, backyard or RV camping. Nearly 10 million American children are involved in freshwater, saltwater and fly-fishing. Over 6 million kids are actively hiking. Time with friends and family, exercise, fitness, adventure, skills development and connection with like-minded peers are cited as incentive to get outside. Additionally, proximity to nature, solitude, and a chance to get away from the typical demands of life are reason to participate in the outdoors (Outdoor Foundation, 2013). Americans spend, on average, $10,064,000 on athletic and sport clothing (U.S. Census Bureau, 2012). Little Craggers families actively spend time in the outdoors and money on products for those interests.

Due to the prevalence of smartphones and tablets, online retail sales are expected to grow 12.4% to reach $253.4 billion in 2013. Online shopping may be preferred for convenience, especially for parents with “busy lives or children who may not enjoy shopping or have the patience to try items on” (Lipson, 2013). “More than one-third of all parents with children age 1 or younger say there is poor selection of clothing in their child’s size. Crowds and long lines also frustrate parents” (Lipson, 2013). “30% of parents say there is a certain look/style they want their children’s clothes to convey” (Lipson, 2013). Little Craggers’ consumers live in a fast paced world that is driven by technology and enjoy a simple and easy shopping experience.

Little Craggers’ target market is environmentally conscious. Parents aim to set the precedent for their children. Over the past decade, kids aged 6-11 have increasingly pressured their parents to purchase green products. As of 2012, 32% of American consumers, about 77.6 million Americans, regularly buy green products (O’Donnell, 2013). “Because consumers show
a strong, and growing interest in recycling and recyclability, this is a strong indicator that the market for environmentally friendly packaging (and products) will grow” (O’Donnell, 2013). “More than half of surveyed respondents say they would purchase more green products if they were more affordable” (O’Donnell, 2013).
COMPETITOR MARKETING MIX ANALYSIS

Product Line Analysis

Patagonia Inc. (2014) is a privately held outdoor clothing company founded in 1979 in Ventura California. Originally manufacturing and distributing climbing equipment, the business shifted to men’s, women’s and children’s apparel designed for outdoor sports, travel, and leisure wear. Patagonia’s product assortment includes jackets, vests, shirts, sweaters, dresses, skirts, pants, baselayers, underwear, accessories, shoes, wetsuits, waders in addition to travel luggage. The company targets climbing, snow sports, surfing, fishing and trail running sport categories.

Widely recognized as a market leader, Patagonia places significant emphasis on materials and technologies, with respect to environmental impact and high performance. Favored e-fibers include organic cotton, recycled nylon and polyester, as well as reclaimed wool, down and cotton. Patagonia’s technical fabrics and treatments include H2No waterproof barriers, Durable Water Repellent (DWR) finishes, Polygiene odor control, Polartec Windbloc, Primaloft, Windstopper, and Ultraviolet Protection Factor (UPF) fabric (Patagonia, 2014). The company’s suppliers are located in the United States, Vietnam, El Salvador, China, the Philippines, Nicaragua, Sri Lanka, Mexico, Thailand, India, Columbia, Jordan and South Korea (Patagonia, 2014). Over ten years ago, Patagonia’s extensive supply chain accounted for 108 suppliers, which has since been condensed to 45. Due to a streamlined supply network more aligned with socially responsible agendas, the company experienced a doubling in revenues (Binns, 2012).

Children’s fleece items are constructed of recycled polyester, double-faced and high-pile fleece, or windproof nylon. Synthetic insulation jackets are made with ripstop polyester or recycled polyester shells, DWR finishes, and Primaloft insulation. Down items are made with ripstop polyester shells, polyester linings, and duck down. Waterproof garments are constructed
of H2No waterproof barriers, DWR finishes, ripstop nylon shells, and polyester plain weave linings. Baselayers are made with Capilene and Polartec Power Dry recycled polyester, double knit fabrication, and Polylene odor control. Quick drying materials including nylon, polyester, UPF protection, and DWR finishes can be found in children’s sportswear (Patagonia, 2014).

Patagonia’s brand and merchandise strength derives from its high quality and appealing products, environmentally friendly business practices, and manufacturing processes. Retailers have commented on substantial brand loyalty from consumers who claim to enjoy Patagonia’s products for many years due to high quality construction and durable materials (Thompson, 1999). Their ability to produce new textiles ahead of the competition strengthens sales (Thompson, 1999). Decades before industry adoption, “Patagonia spearheaded campaigns to use eco-friendly materials and fabrics in its clothing and pioneered sustainable manufacturing practices” (Wang, 2010). Patagonia released its postconsumer recycled (PCR) Synchilla fleece constructed from recycled plastic bottles in the early 1990’s. A few years later, they committed to sourcing only organically grown cotton for their cotton styles in light of information indicating the damaging effects of conventional farming with respect to pesticide use (Casadesus-Masanell, Crooke; Reinhardt; & Vasishth, 2009). Central to Patagonia’s environmental objectives is setting the precedent for industry practices and social development. The company allocates at least one percent of its sales to environmental groups in addition to minimizing ecological impacts within its supply chain (Casadesus-Masanell et al., 2009).

Within the better-priced outdoor apparel market, Patagonia competes with brands including The North Face, Mountain Hardwear, ARC’TERYX Equipment, and Marmot Mountain Ltd. Competition from Columbia Sportswear, The North Face, and Royal Robbins threatens sportswear sales, which comprise roughly one third of Patagonia’s profits. Bigger
industry players typically release up to five apparel lines, whereas Patagonia only manufactures two (Casadesus-Masanell et al., 2009). Additionally, Patagonia’s children’s assortment is limited compared to adults. While in the summer, some shirts and pants are offered, the winter assortment is lacking casual options (Patagonia, 2014).

Plans to halt business growth define Patagonia’s weakness and missed opportunity. Considering the depletion of natural resources, Chouinard, company owner and founder, is advocating for reduced consumption. Given the company’s products are of high quality and durability, a strategy involving lower volume production with higher margin profits should serve its intended consumer (Thompson, 1999). Higher prices restrict market growth, excluding lower income consumers. A reduction in inventory impedes additional sales of popular styles.

Pricing Strategy Analysis

Over the past few years, Patagonia has demonstrated strong sales growth. Wang (2010) reported sales amounting to $315 million in 2009, with projections of $340 million for 2010. In 2011, sales improved by 25 percent from the previous year. An additional 35% increase was reported in 2012, with sales amounting to $550 million. Patagonia continued the growth trend through 2013, with sales figures approximating $600 million (Tran, 2014).

Patagonia works with fewer suppliers to strengthen business relationships without concentrating on production costs (Casadesus-Masanell et al., 2009). Costs associated with sewing and construction bear little impact to the costs of production in comparison to materials. Roughly 80% of raw material expenses are from fabric sourcing, which can amount to 20% to 30% more than that of competing firms (Casadesus-Masanell et al., 2009). Thompson (1999) indicates, “Patagonia avoids price competition through innovation”. Compared to other specialty and mass-market competitors, the firm is able to demand premium prices for its products. For
example, technical outerwear and baselayers can retail for 20% more than specialty brands, and
50% more than large manufacturers (Casadesus-Masanell et al., 2009). Patagonia’s pricing
position appropriately represents their target markets expectations for purchases to be of superior
quality construction, long lasting and eco-friendly materials, and fair labor.

While products are sold at a price about 20% greater than its outdoor apparel competitors,
Patagonia’s return on sales average 10% to 12% (Casadesus-Masanell et al., 2009). Kid’s jackets
range from $60-$230, pullovers and sweaters run from $40-$130, and rain and snow pants vary
from $70-$150. Casual bottoms are priced at about $20-$50, shirts run from $30-$50, Capilene
baselayers vary from $30-$45, swimwear ranges from $40-$55, and accessories are about $25-
$40 (Patagonia, 2014). Representing a better price zone, wholesale estimates are approximately
half of MSRP, amounting to costs from $10-$115 depending on product category.

At the end of the season, Patagonia’s brand stores and website will offer discounts on
their products. The company advertises web specials on styles with a 30% reduction from retail
pricing. Patagonia also has physical outlet, which sell products at a 40% reduced clearance price
Some restrictions include available stock on hand within selected styles and colors (Patagonia,
2014). Online retailers including Moosejaw and Backcountry offer steeper discounts of up to
60% off Patagonia’s past season colors and styles (Backcountry, 2014; Moosejaw, 2014).

Promotion Strategy Analysis

Patagonia’s catalogs are central to the brand’s marketing campaign, supporting direct
sales and store traffic. More than half of the 5% of revenue dedicated to marketing is allotted to
catalog production. Approximately 5 million catalogs are issued annually for the fall, winter and
spring seasons. Specialty lines including kids, insulation, and fishing are presented in individual
spreads respectively. The catalogs feature beautifully photographed images of men and women
sporting the company's products in stunning landscapes. In addition, Chouinard frequently publishes articles regarding environmental and social issues, which reinforce Patagonia's culture and values (Casadesus-Masanell et al., 2009).

Patagonia actively employs social media to promote products, athletes and initiatives through Twitter, Instagram, Facebook, and their blog, The Cleanest Line. These tactics enable consumers to receive information, communicate directly with Patagonia, and voice concerns or comments on products or the business. Additionally, when a customer views their webpage, a few windows may popup to either chat with a sales representative for any inquiries or to sign up with their email list: v. Early sale announcements, special deals, new product launches, or environmental action alerts are some of the topics addressed in their emails (Patagonia, 2014).

Patagonia founder and owner, Yvon Chouinard has dedicated a significant part of the business to environmental activism. The company has donated millions of dollars to conservation initiatives, inspiring strong public relations (Thompson, 1999). Having established the Common Threads Partnership, Patagonia (2014) promotes the “reduce, repair, reuse, recycle” philosophy. The company promises to make functional, durable products, offer repair services, and buy back or recycle used or worn out gear. In turn, they ask their customers not to buy in excess, fix repairable items, donate or sell products no longer needed, and ensure those items are not disposed in landfills (Patagonia, 2014). Chouinard expects the Recycling Program will stimulate business via word of mouth by Patagonia consumers (Wang, 2010).

One method to target the green consumer is to accentuate the flaws in an organization’s business practices, which is what Patagonia accomplished in encouraging their customers to buy less (Mintel, 2012). This campaign has several components, including a sewing kit product, the Worn Wear documentary, Black Friday ads that insist “Don’t buy this jacket”, and the Recycling
Program (Stock, 2013). The short film stars brand followers clad in well-loved Patagonia clothes. A seemingly contradictory marketing scheme, since the first listing in 2011, annual profits have increased by nearly 40% (Stock, 2013). These tactics served to position Patagonia as environmentally conscious and build trusting, interactive relationships with its target market.

Place Strategy

Patagonia employs a multichannel distribution strategy through brand stores, catalog and online, as well as wholesale to specialty brick-and-mortar and web retailers (Miller, 2006). The company operates 29 domestic retail stores in California, Colorado, Connecticut, the District of Columbia, Georgia, Hawaii, Illinois, Massachusetts, Maine, Minnesota, Montana, Nevada, New York, Oregon, Texas, Utah and Washington (Patagonia, 2014). They also have stores in Europe, Australia and Japan. In 2013, Patagonia opened its first flagship store in Seoul in efforts to expand globally (Trar., 2014). The majority (70%) of Patagonia’s sales are in North America, 50% of which are wholesale accounts, 30% in brand stores, and 20% are directly distributed through internet and catalogs. Large specialty retailers, such as REI and Dick’s Sporting Goods, consist of the company’s primary wholesale contracts (Casadesus-Masanell et al., 2009).

Chouinard acknowledged Patagonia’s lack of presence in Latin America, and insignificance in the European market. Short of selling out, he believes the company has peaked distribution opportunities in the U.S. and Japan (Wang, 2010). In this sense, the product line is selectively distributed to retailers Patagonia feels aligned with respect to the target market. Chouinard commented, “We could call Nordstrom tomorrow and sell them $20 million worth of clothes, but I don’t want to do that” (Wang, 2010). While this mass distribution strategy may be economically effective, he doesn’t believe it reflects the company values.
CONCLUSIONS

Part 1: Recommendations/Plan of Action

Based on consumer demand and our competitor’s success with environmentally conscious materials, Little Craggers will primarily source organic cotton, recycled polyester, recycled nylon, and Lyocell Tencel fabrics for apparel styles (O’Donnell, 2013 & Patagonia, 2014). The majority of the line will be constructed of polyester and nylon for their wicking, quick drying, and insulating properties, in order to meet the needs of kids recreating outdoors. The strength of these fibers will hold up against the wear and tear of children’s play, in addition to being easy to clean and care for. Organic cotton and Lyocell Tencel will be used in smaller quantities for blended fabrics in casual lifestyle clothing.

Little Craggers apparel will be of high quality construction and durable materials, given Patagonia’s considerable brand loyalty based on these characteristics. Although our competition enjoys the resources to produce innovative textiles, the business does not anticipate heaving the overhead to support an extensive research and development department (Thompson, 1999). This does not mean we can’t use superior fabrics. As Pertex supplies other industry manufacturers with waterproof textiles, Little Craggers intends to partner with them for the kid’s rain jackets (Textile World, 2012). The company will source ripstop textiles for high wear areas such as knees and cuffs of pants, elbows and shoulders of tops, and face fabrics of jackets. Durable water repellent (DWR) finishes will be applied to all outerwear styles to shed precipitation. Primaloft insulation made of recycled content will be used for lining in our insulating jackets. Polartec Power Dry treated with Polygiene odor control will provide essential warmth, wicking, quick drying and no stink qualities for kid’s baselayers.
While Patagonia is dedicated to environmentally and socially conscious business practices, Little Craggers can do better by manufacturing domestically in a company-owned production facility. Our competitor enjoyed sales growth from a condensed supply chain, as a result of more control, a streamlined network and a socially responsible structure (Binns, 2012). The Little Craggers market is smaller than Patagonia’s, and can be supported by one manufacturing plant. Having a direct influence over the management and operations of our own line presents substantial advantages. We will be able to reduce the time, costs, and environmental impact associated with international shipping. Although these cost savings may be offset by higher labor costs, the company is committed to a socially responsible philosophy. Additional advantages include no issues with trade barriers, consumer support of “made in U.S.A.” goods, and superior quality control (Bryant, Burns, & Mullet, 2011). During slower times, Little Craggers will contract with other manufacturers to ensure productivity. Fabrics, trim and other necessary materials will be sourced domestically when available.

Little Craggers will take advantage of Patagonia’s missed opportunity from lower volume production and reduced inventory (Thompson, 1999). While advocating for reduced consumption is an admirable environmental agenda, the company will satisfy consumer demands for popular styles. Benefitting from in house production, second runs of successful designs can be manufactured with quick turnaround times. Our competition is also offering limited styles for the winter assortment (Patagonia, 2014). Little Craggers will sell more casual and lifestyle options, in addition to outerwear styles. Our customer has indicated concern for how their child’s clothes are styled (Lipson, 2013). The company will meet expectations for a certain look that is modest, but still represents an energetic and outgoing lifestyle with bright colors and exciting patterns.
The Little Craggers customer is environmentally conscious, but has indicated a demand for more affordable pricing (O’Donnell, 2013). While our products sell at a better price point, styles will be offered at discounted prices between 30%-40% off MSRP at the end of the season. Similar to our competitor’s Recycling Program, the company will accept used brand merchandise in exchange for discounts on future transactions. If the items are only slightly used, they will be resold at a fraction of the original price. If the items are well loved, we will recycle them with our suppliers to be made into new clothing. This strategy not only reduces our materials cost and environmental impact, but also enables a lower price point customer to shop at Little Craggers. The company will benefit from stronger customer interactions and relationships, which will translate to brand loyalty.

Social media, online application tools, consumer websites, and email listservs will serve as the basis for Little Craggers promotional strategy. Instagram, Twitter, and Facebook will enable direct communication between the business and its customers in regards to events, special deals, feedback and photos. In addition to a direct sales website, there will be an interactive non-selling webpage for children to play games, learn about different animal species, habitats and other outdoor educational tools. The direct sales site will host online chat toolbar to talk with sales representatives about any product questions or availability inquiries. Customers who join the Little Craggers listserv will benefit from special coupons and deals, updates on events and new product launches, and virtual lookbooks or catalogs. Customers who would prefer mailed catalogs can subscribe in store or online. This is in efforts to reduce waste, yet still meet the customer’s expectation.

Little Craggers will exercise a multichannel distribution policy with brand stores, online apps and web sales, and selective wholesale to specialty outdoor retailers. This translates to
aspects of direct, limited and extended marketing channels. Brand stores will be located in large cities along the Pacific Coast, including Seattle, Spokane, Portland, Bend, Eugene, San Francisco, Los Angeles, San Diego, Bakersfield, and Redding. Specialty outdoor retailers such as REI would be ideal wholesale accounts.

As online retail sales are projected to increase with more parents shopping online with smartphones and tablets, Little Craggers will invest in apps and other online tools for a seamless shopping experience (Lipson, 2013). Parents can avoid the crowds and long checkout process, while enjoying the convenience of shopping any time of the day. They can easily create an online account and log their child’s dimensions, age and other characteristics from which the program can provide recommendations on sizes and styles that will satisfy their needs. The company account also enables parents to review purchase histories and present other suggestions based on buying habits. These technologies will enhance customer satisfaction and brand loyalty as a result of confidence in accurate sizing and the reduced need for returns or exchanges.

Part 2: Changes Occurring in the Internal and External Environments

Social/Demographic Environment

American manufacturing has seen a recent surge in popularity, as some companies are making products that are both designed and produced in the United States, revitalizing a sector that has largely been outsourced. While some smaller brands are producing specialty items for the trend watchers, larger companies are doing so for “technical or customizable” applications (Bastone, 2014). The sudden interest in American made goods can be attributed to a generational trend, with Millennial consumers being increasingly conscious of where their products are made.

Paying a premium for a U.S. made product is also a status claim (Bastone, 2014).
An entire generation is exhibiting a change in lifestyle, demonstrating an interest in more than just price when it comes to their purchases. Domestic production reflects the environmentally and socially conscious consumer with products made under safer conditions for human health and the environment, considering U.S. laws and regulations are more stringent than overseas. As Millennials have tremendous buying power, companies will need to respond to the increased demand for American manufactured items. Younger parents who fall into this category will be investing in clothing for their children that reflect their values in supporting local economies, job creation, and responsible manufacturing with respect to sourcing, waste disposal and fair labor practices. Parents are also setting the example for their children, who as they grow up, will also look for products manufactured domestically and ethically.

Little Crags’ business plan is already incorporating elements of these demographic characteristics. The company will be manufacturing apparel domestically and sourcing organic and recycled fiber content. However, if domestic industry growth and consumer trend continue, the business will need to expand to meet the demand. Our product line assortment may need to increase, offering a greater range of styles for our consumers to choose from. Our target market may extend beyond the Pacific Coast region and include consumers who shop for outdoor apparel as a lifestyle look, rather than participation. Little Crags may need to open additional brand stores across the country and establish more wholesale accounts to reach a larger market. Prices could increase to reflect investments in more production equipment and a larger workforce. Prices could also decrease if materials are available domestically or if larger orders translate to discounted rates. International shipping and fiber market prices bear significant influence on our final costs. All of these factors will be driven by promotional strategies to communicate our brand philosophy to a larger consumer base. Product hang tags, webpages and
other online tools will clearly advertise “made in the U.S.A.” and the use of organic or recycled materials.

Technological and Natural Environment

The apparel and textile industries have been under scrutiny for their water consumption and wastewater disposal as global access to clean water is becoming a prevalent issue. Manufacturers in Asia release, on average, billions of gallons of untreated wastewater into waterways. The wastewater is heavily contaminated with toxic chemicals, which have been found to accumulate in the environment, inhibit hormone processes, an even lead to disease and cancer. Specifically, the textile-dyeing sector is responsible for generating and discharging “roughly 40% of all dyeing chemicals worldwide” (Heida, 2014). However, recent developments in waterless dyeing technologies from companies including AirDye, ColorZen, and DyeCoo have provided solutions to significantly decrease pollution and emissions, while conserving fresh water resources (Heida, 2014).

Each technology consists of different methods to reduce water consumption. DyeCoo’s specialized machines manipulate carbon dioxide to transfer color to textiles. The doubling in energy efficiencies and elimination of wastewater disposal has yielded a 30%-50% reduction in manufacturing costs. AirDye decreased energy use by up to 95% with their dye printing machines. ColorZen’s method uses “90% less water, 95% fewer chemicals, 75% less energy, and half as much dye as conventional processes” (Heida, 2014). Technological advances in the textile-dyeing sector could present some challenges. Currently, only ColorZen is able to apply their process to cotton, whereas DyeCoo and AirDye’s techniques only apply to polyester. Furthermore, the specialized machines cost anywhere from $2.5 to $4 million dollars each, which is a considerable investment for manufacturers (Heida, 2014).
Waterless dyeing processes could benefit Little Craggers with technologically advanced and distinguished products, reduced production costs, and stronger public relations due to environmental conservation. Given these technologies can only be applied to certain fibers at present, the company will need to be mindful of the fabrics being sourced. The majority of the product line is made with polyester fabrics, and would therefore be suitable for DyeCoo or AirDye processes. While the specialized machinery is expensive for our fabric suppliers, we expect widespread industry adoption has the potential to reduce costs due to scales of economy. In the meantime, Little Craggers will produce a small selection of styles with fabric dyed with waterless technology. The prices of these products will reflect the higher costs associated with this special finishing application.

To facilitate consumer and industry adoption, Little Craggers will invest in marketing techniques that promote the ecological and social aspects of these products. The technology and benefits will be advertised in special merchandising displays, product information available online and on hangtags, in addition to articles published in brand catalogs and company emails. Utilizing sustainable alternatives to conventional processes is central to reducing the environmental impact of apparel brands and will become necessarily mainstream in the future. We expect our eco-conscious and tech savvy consumer will purchase these differentiated products, spread the word and establish the trend. In the future, Little Craggers anticipates sourcing all materials dyed with waterless technology.
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<td>Boy's Back-To-Basics T</td>
<td>$29</td>
<td>BFS001</td>
<td>Simple long sleeve t-shirt with crew neckline, rib knit cuffs, and fun graphics. Made in U.S.A.</td>
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<td>Boy's Fleece Pullover</td>
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<td>BFS002</td>
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<td>Spandex trim on cuff and hood</td>
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<td>Boy's Cragging Pant</td>
<td>$59</td>
<td>BFB001</td>
<td>Midweight, quick-drying pant with hand pockets, belt loop for chalk bag, cargo and zippered pockets on thigh, and reinforced and articulated knee panels. Made in U.S.A.</td>
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Boy's Warm Core Jacket

MSRP $99  #BFJ001

Insulating layer is windproof, water-resistant and warm, treated with a
DWR finish. The interesting honeycomb pattern holds insulation in place.
Made in U.S.A.
Materials: Shell: Recycled Polyester Ripstop; Insulation: Primaloft
Insulation; Lining: 100% Recycled Polyester Plain Weave
Color: Hunter, Honey, Midnight
Size: XS-XL
Delivery Date: August 2015

Boy's Thrasher Jacket

MSRP $129  #BFJ002

Softshell hoody stretches, wicks moisture, breathes and dries fast. The
shoulders, elbows to cuff and hem are reinforced with ripstop.
Made in U.S.A.
Materials: 90% Recycled Polyester/10% Spandex Double Weave with
DWR finish and Ripstop Polyester panels
Color: Slate, Hunter, Douglas
Size: XS-XL
Delivery Date: August 2015

Boy's Rainshed Jacket

MSRP $119  #BFJ003

Fully seam sealed rain jacket keeps the Little Cragger dry, with hook and
loop cuffs, storm hood with wide brim and pit zips for ventilation.
Made in U.S.A.
Materials: Shell: 100% Ripstop Nylon with DWR finish; Pertex Waterproof
Membrane; Lining: 100% Recycled Polyester with DWR finish
Color: Eddy Blue, Honey, Slate
Size: XS-XL
Delivery Date: July 2015
Girl's Wrap-It-Up Top
MSRP $39
This soft and flowing top has a boat neckline and a wrap back silhouette, perfect for layering. Two color options feature a graphic on the shoulder. Made in U.S.A.
Materials: 60% Organic Cotton/40% Tencel Lyocell Jersey
Color: Glacier, Slate, Lupine
Size: XS-XL
Delivery Date: June 2015

Girl's Legging
MSRP $49
Stretchy and comfortable legging incorporates reinforced knee panels for wear and tear, as well as a small thigh pocket and elastic waistband. Made in U.S.A.
Materials: 90% Recycled Polyester/10% Spandex with DWR finish and Ripstop Polyester panels
Color: Slate, Lupine, Black
Size: XS-XL
Delivery Date: June 2015

Girl's Scramble Pant
MSRP $59
Durable, 4-way stretch pant wicks moisture and dries fast. There are two buttons along the outside of the knee to customize the leg length. The waistband is cut wider for comfort. Made in U.S.A.
Materials: 96% Recycled Nylon/4% Spandex with DWR finish
Color: Bark, Douglas, Black
Size: XS-XL
Delivery Date: July 2015
Girl's Toggle Fleece

MSRP $79

Warm Polartec hooded fleece has a classic style with decorative toggle closures over zipper placket and elbow patches. Made in U.S.A.

Materials: Polartec Thermal Pro 51% Recycled Polyester/49% Polyester Fleece

Color: Douglas, Glacier, Slate

Size: XS-XL

Delivery Date: July 2015

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Girl's Warm Core Jacket

MSRP $109

Insulating layer is windproof, water-resistant and warm, treated with a DWR finish. The intricate diamond pattern holds insulation in place. Made in U.S.A.

Materials: Shell: Recycled Polyester Ripstop; Insulation: Primaloft Insulation; Lining: 100% Recycled Polyester Plain Weave

Color: Lupine, Hunter, Midnight

Size: XS-XL

Delivery Date: August 2015

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Girl's Rainshed Jacket

MSRP $119

Fully seam sealed rain jacket keeps the Little Cragger dry, with hook and loop cuffs, storm hood with wide brim and pit zips for ventilation. Made in U.S.A.

Materials: Shell: 100% Ripstop Nylon with DWR finish; Pertex Waterproof Membrane; Lining: 100% Recycled Polyester with DWR finish

Color: Honey, Douglas, Lupine

Size: XS-XL

Delivery Date: July 2015
Kid's Baselayer Top

MSRP $39

Warm, wicking, and quick drying midweight baselayer top is treated with Polyeene to keep odors at bay. Crew neckline with rib knit cuffs. Made in U.S.A.

Materials: Polartec Power Dry 100% Recycled Polyester with Polyeene odor control, dyed with waterless technology

Color: Foxy Douglas, Foxy Hunter, Foxy Honey, Midnight, Lupine

Size: XS-XL

Delivery Date: August 2015

Kid's Baselayer Bottom

MSRP $39

Warm, wicking, and quick drying midweight baselayer bottom is treated with Polyeene to keep odors at bay. Elastic waistband with rib knit cuffs. Made in U.S.A.

Materials: Polartec Power Dry 100% Recycled Polyester with Polyeene odor control, dyed with waterless technology

Color: Foxy Douglas, Foxy Hunter, Foxy Honey, Midnight, Lupine

Size: XS-XL

Delivery Date: August 2015