



## Who we are...

The Orion Star Sports & Outdoors Company is a fictional international retail company that sells sports and outdoor products. The headquarters is based in the United States. Retail stores are situated in a number of other countries including Belgium, Holland, Germany, the United Kingdom, Denmark, France, Italy, Spain, and Australia.

Products are sold in physical retail stores, by mail order catalogs, and through the Internet. Customers who sign up as members of the Orion Star Club organization can receive favorable special offers; therefore, most customers enroll in the Orion Star Club. The sales data in this scenario includes only the purchases of Orion Star Club members from 1998 through 2002.

## Our Mission

*To deliver the best quality sporting equipment, accessories, and outdoor*



## What we sell...

Approximately 5,500 different sports and outdoor products are offered at Orion Star. Products are sold in volumes that reflect the different types of sports and outdoor activities that are performed in each country. Therefore, some products are not sold in certain countries. All of the product names are fictitious.

Products are organized in a hierarchy consisting of three levels:

- o Product Line
- o Product Category
- o Product Group

## Our Vision

*To transform the way the world purchases sporting and outdoor equipment.*

## Our Values

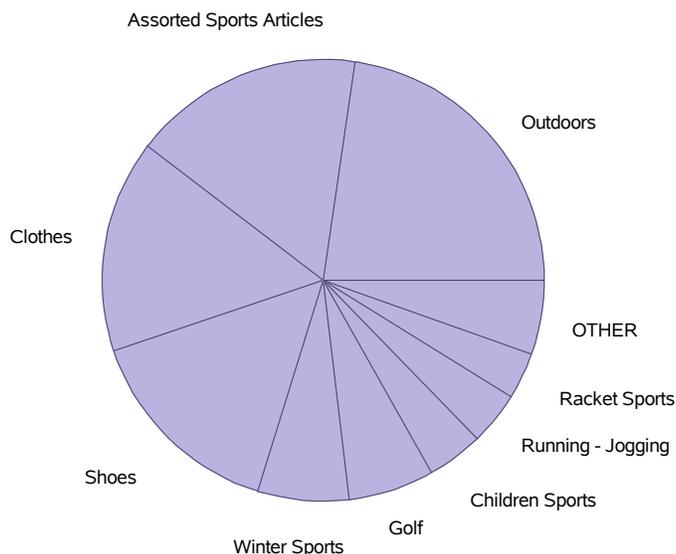
*To stay Customer focused, Swift and Agile, Innovative, and Trustworthy.*



## Where we generate our profit...

## Our Goal

*To grow sales by 15% annually while improving profit margins through innovative thinking and operational efficiencies.*



Product Category	Profit (\$US)	Percent
Outdoors	\$13,400,513	22.7%
Assorted Sports Articles	\$9,994,899	16.9%
Clothes	\$9,208,375	15.6%
Shoes	\$8,889,546	15.0%
Winter Sports	\$3,928,834	6.6%
Golf	\$3,711,822	6.3%
Children Sports	\$2,417,120	4.1%
Running - Jogging	\$2,300,666	3.9%
Racket Sports	\$2,016,835	3.4%
Other	\$3,216,438	5.4%
	<b>\$59,085,048</b>	<b>100%</b>