

# Client Research

Preparing for your first business meeting





# SKB Cases





# Company History of your client

Who is/are/were the founders of this company?

- Dave Sanderson and Steve Kottman

When was this company started?

- 1977

Why did they start the company?

- Create cases that will provide protection for equipment



# Client's Mission Statement

Type the mission statement here:

- SKB Cases is a manufacturer dedicated to travel, storage, and shipping protection needs for music, pro audio, sporting goods and industrial applications including government and military contract fulfillment.

What is your understanding of what the mission statement is all about?

- I believe that our client's goal is to manufacture protective and quality cases to hold equipment.



# What industry is your client in?

The industry my team's client is in is:

- Transport Case Industry

How much money does the industry generate each year?

- \$1,500,000,000
- Expected to grow by 2.12 percent

The top 5 companies in this industry are (hyperlink to their websites):

1. [TJ MAXX](#)
2. [Lululemon Athletica](#)
3. [Ross](#)
4. [Cintas](#)
5. [H&M](#)



# **Top 5 Selling Products for Your Client**



# Top Selling Products

## TSA Combination Cable Padlocks



- \$24.99
- Travelers (airplane)
- Amazon and their website

## Deluxe ATA Staff Golf Travel Case



- \$394.99
- Golfers (all ages)
- Amazon and their website

# Top Selling Products

## iSeries 4719 Ultimate Single/Double Bow Case



- \$623.99
- Men and women (all people, but not children)
- Amazon and their website

## Standard ATA Golf Travel Case



- \$339.99
- Golfers (all ages men and women)
- Amazon and their website



# Top Selling Products

## iSeries 3614-6 Baseball Bat Case



- \$407.99
- Baseball players (men)
- Amazon and their website



# The Competition



# The Top 2 competitors for your client

## Competitor #1

(Wilson Case)

### Mission Statement:

We make it simple to safely load, ship, unload, and repeat.

## Competitor #2

(Gator Cases)

### Mission Statement:

To have passion about our products, our customers and the markets that we serve



# 10 Questions you want to ask now that you've conducted your research:

1. How much does it generally cost to make a case?
2. Do you have any business partners?
3. What is your best form of advertising?
4. What are your best selling products?
5. How long do cases take to make?
6. Where and how are the cases made?
7. What makes these cases unique?
8. What problems are you trying to solve?
9. What is your customer acquisition cost?
10. What is your biggest challenge as a business?



# **What have you learned about your client that you feel will be useful moving forward?**

I feel that it helped to know about our client before creating a product for them. Learning about their competition and industry helps us decipher what type of product or service that would be looking for.