

Distribution Strategies: Golf Industry

Problem:

Well known consumer brands receive significant traffic to their website by brand loyal consumers seeking product selection and information. Once they find what they want they want to buy. Great brands do not sell directly to the consumer online because of channel conflict with their valuable retail partners.

Solution:

Reshare allows manufacturers to sell online directly to consumers while remunerating a retailer chosen by the consumer. Manufacturers of golf clubs, apparel and related products have unique needs that Reshare enhances with Distribution Relationship Management® (DRM) software. Reshare focuses on solutions for golf brands that enrich channel partnerships, create consumer loyalty, increase consumer knowledge and improve the entire distribution system. All of this, and a stronger brand experience for your customers, is yours with DRM.

How does DRM work?

Over five years of research and development created our exclusive comprehensive patented (US Pat #6,594,641) software. Consumers or business buyers shop online at your branded website and, at checkout, designate the golf pro, salesman, retailer or club they would normally purchase from. By doing so, all intermediaries are remunerated for the sale based upon your offline business rules. Reshare is the expert in not only preventing channel conflicts, but increasing efficiencies throughout your entire distribution chain.

Reshare = DRM + Strategy

Reshare has expertise in the Golf Industry that allows us to delve into some of the “pain points” manufacturers may have. Among them are issues like preventing counterfeit products, customer defection to other brands, maintaining brand control, gaining insight into consumer buying behavior and product needs. Using DRM, your customers are assured they are getting an authentic product, are not being diverted to competitive goods and are having a branded experience with you. Best of all, you gain a direct relationship with the consumer.

To maintain the perceived value of your brand, manufacturers need to be in control of price on the internet. Selling non-performing inventory



and overstock at your website in conjunction with full-priced items enables you to command more money for those items when in the presence of full priced product. DRM gives you these opportunities as well with the ability to showcase and sell your entire line. Your geographic market reach and that of your

retailers is extended beyond traditional boundaries and your consumers are able to buy from you, as and how they want, 24/7/365. DRM allows you to improve relationships with your retailers, clubs, golf shops and golf pros enabling you to be their preferred choice over your competition.

DRM can be a strategy to reward high performers for their support of your brand. Retailers can expand floor space for your products if they are receiving revenue for items they do not have on hand or usually carry. You can also use the information gleaned from DRM reporting to convince retailers and green shops of products they should have on the floor. Golf pros that promote your products will become your strongest partners given their close relationship and interaction with customers and your ability to pay them for their endorsement.

Many retailers see an added benefit of DRM in assisting them with special orders. Their internal purchasing processes are not designed to accommodate special orders easily. Typically a special order gets placed, is followed by the shipment which requires significant individual follow-up, and then needs to be matched to an invoice and paid. By using DRM, retailers can offer in-store special ordering that eliminates this entire process and yet still delivers the same profit to the retailer and a superior experience to the consumer.

Consumers want a branded experience and, based on research, they want it online. Internet sales rate higher growth patterns than any other type of sales. Three years ago online sales were predicted to rise 15% annually. According to the U.S. Commerce Department eCommerce sales have increased 24.6% the past year. By comparison, total retail sales were up 7.2% for the same period. Forrester Research has

estimated online sales will reach \$331 billion by 2010 which will account for 13% of all retail sales. These statistics are too big to ignore.

Reshare is the leading expert in channel conflict solutions. Please contact us at www.reshare.com or 877-908-0818 for additional features and strategies in how we can help.

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