

Escape for Boone & Crocket

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Abstract

Eber Crocket is the owner of Boone & Crocket Trapper Supply (B&C). To him, the environmental forces of online retailing and social attitudes toward fur that are impacting his business feel like a trap that is slowly closing on him. He is considering ideas to improve his store's profitability.

Demand for furs as fashion goods is a multimillion dollar industry. Twenty percent of this demand is met by wild fur which is harvested by trappers. Trapping suppliers serve as the middle man between small individual trappers and auction houses. These auction houses collect the raw fur pelts from trappers and trapping stores and hold them until one of their auctions. Members of the international fashion community are the principle buyers of wild fur. These firms are involved in the tanning, finishing and design work needed to turn a fur pelt into a finished garment. The fur industry is impacted by many environmental forces. Among them, sociocultural, regulatory and economic forces are key.

Boone & Crocket Trapping Supply is small family-owned business located in central Minnesota. It offers a wide selection of trapping-related goods and services. The majority of B&C's profits (\$75,000) come from the sale of traps, baits and other goods. The remaining profit comes from fur handling and auction fur sales.

Your friend Eber wants your perspective on some of the new product and service ideas he is considering to make B&C more profitable with an estimated \$20-30,000 in new channel funding. His ideas are to produce his own line of trapping baits, expand the condition of furs B&C buys, differentiate the store's product line, enter the nuisance animal control business, or become involved in trapper's education.

Track: Special Sessions / Creativity & Innovation Case Studies / Methodology

ID#: 1330