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LEADING MFR OF OUTDOORSMAN APPAREL Southern USA

Est 2022 Annual Revenues: \$10,000,000
Est Annual EBITDA: \$2,838,000

This manufacturer produces branded/ high quality outdoor apparel:

- **Boots: (15% of Revenues)**
- **Waders: (65% of revenues)**
- **Outwear: (13%) Various Activity Categories.**

In just over a decade, the Company has built a unique brand image in the outdoor market that has led to significant revenue growth in its short history with multiple opportunities for further expansion in the near future. The company specializes in apparel tailored specifically to off-roading hunting, and fishing. Offering waders, boots, and outerwear using a variety of materials to cover all needs of any outdoorsman, from cold weather protection to waterproof designs.

STRONG BRANDS: The business has positioned itself as the "Nike of Outdoors" in that the Company offers a high-quality performance product with a modern edge that sets it apart from competitors' more rustic outdoor designs.

OUTSTANDING GROWTH AVENUES: There exist several opportunities for the Company to significantly increase revenue and profit, including leveraging the Company's proven brand to pursue and penetrate both geographic and product markets, including Canada as well as turkey hunting and fly fishing. These opportunities are easily attainable given a tightened focus on marketing and product development. The Company's quality of products and branding are consistently taking market share from other brands in retail stores. This is expected to continue, creating even more growth potential.

GEOGRAPHIC COVERAGE: The Company's products are easily distributed across North America. The Company maintains its personnel and customer support at its headquarters but is able to effectively manage all of its wholesale contacts from afar and service its D2C customers, resulting in more efficient operations.

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