

Case Study 1

Tahki Stacy Charles, Inc.

Manufacturer

Tahki Stacy Charles, Inc. is a leading knitting supply company. They were formed in 2000 as a merger between Tahki Yarns and Stacy Charles, Inc. They market and sell to the United States.

Website

<http://www.tahkistacycharles.com/>

Background

Tahki Stacy Charles (TSC) is one of Shopatron's Arts and Crafts manufacturers. TSC's primary product is yarn, in many different varieties and colors. Their full catalog currently contains 142 types of yarn, each with choices on color.

TSC also sells patterns and kits. Patterns can be viewed as a tool for selling yarn, and the kits combine a pattern and the necessary yarn to complete the pattern. The patterns are sold both in print and downloadable forms.

Nature of Product Data

There are two types of data in Tahki Stacy Charles' catalog.

1. Patterns. Patterns are the simplest types of products. They have no options or further variations.
2. Yarn. Yarn is available with one single color option. The option is non-optional, the color of yarn has to be selected to order the item. TSC uses a single SKU for all color variations of the same yarn.

Case Study 2

Brooks Sports, Inc.

Market

Brooks Sports is one of Shopatron's Sporting Goods and Apparel manufacturers. They make a full line of running shoes, as well as running apparel and accessories.

Website

<http://www.brooksrunning.com/>

Background

Brooks focuses on meeting runners' specific needs. That primarily means creating great running shoes. Their shoes include products for all running strides and in a wide range of colors, sizes, and widths. Brooks also carries apparel and accessories for runners.

Nature of Product Data

We will focus primarily on the running shoes. The running shoes have two options: color and size. The size option is specified by the color selection. On shoes available in alternative widths, the width is included in the shoe size.

The apparel and accessories are available in alternative sizes and colors where appropriate. We will focus on the shoes for now. The Brooks shoes use a single SKU for all color and size combinations.

Case Study 3

R.J. Classics

Market

R.J. Classics is one of Shopatron's Equine manufacturers. R.J. makes a full line of horse riding apparel, focusing on show quality clothing. Their products cover a wide range of riding disciplines.

Website

<http://rjclassics.com/>

Background

R.J. Classics makes a variety of show coats, suits, and vests. Their clothing is made of traditional materials such as wool with brass buttons. They make products for five different riding disciplines, for Men, Women, and Girls.

Nature of Product Data

R.J. Classics apparel uses a two level options system. The primary option is the item's length and the secondary option is the item's size. Because of material costs, a few of the larger sizes actually add on cost to the product. In addition, the sub-options are not symmetrical (I.e. not all sizes are available in all lengths).

Case Study 4

Ernie Ball

Market

Ernie Ball is one of Shopatron's Musical Instruments and Accessories manufacturers. Ernie Ball is known for making guitars and strings. They also manufacture a variety of other accessories related to their instruments and brand.

Website

US store: <http://www.shopatron.com/index/574.0>

UK store: <http://www.shopatron.com/index/574.1>

Nature of Product Data

Ernie Ball is a world-wide brand. They market some products to multiple markets, while some products are only sold in a specific market. Ernie Ball does not use product options for the variations in their products. They list each variation independently, which is likely driven by the fact that they use unique SKUs for each product variation.

Ernie Ball has two catalogs listed in this case study. There is some overlap between the two catalogs. Some products are only listed in one or the other. When there is overlap, the product attributes often varies. It is very common to find differences in price, since one catalog is listed in British Pounds while the other is in US Dollars.

Case Study 5

Cool Kicks

Market

This is a hypothetical manufacturer.

Website

NA

Nature of Product Data

The Cool Kicks catalog show examples of products with three options. Two of the options are the normal color and size option, where size is dependent on the color selected. The shoes also include a lace color option, independent of the color or size selection.

Case Study 6

International Yarns

Market

This is a hypothetical manufacturer.

Website

NA

Nature of Product Data

The International Yarns catalog is an example of a single catalog available in multiple languages. The catalog is available in both English and French. All the products are available in a single currency, the Euro.