



Tigar Americas in Australia
Master Document
Chapter 1

Market and Competitor Analysis
30 December 2011

Rubber Boots: An Emerging Global Footwear Trend



Dolce & Gabbana – Gucci – Fendi – Burberry – Calvin Klein – Armani – Vivienne Westwood – DKNY – Cristian Dior – Diesel
and many more...

Australian Market Analysis



*“Out on the patio we sit,
And the humidity we breathe,
We watch the lightening crack
Over cane fields...
Laugh and think that
THIS IS AUSTRALIA”*
[Iconic song by GANGajang](#)



PESTLE Analysis:

Factors in bringing rubber boots to the Australian market

ECONOMIC factors

- Purchasing power in 2010 \$39,764 (international \$) → ranked #10 worldwide
- Labor Force: 11.87million
- Economy grew: 1.2% in 2009, 3.3% in 2010
- Economy grew for 17 consecutive years before the global financial crisis – and it rebounded after only 1 year of negative growth
- Inflation rate:
consumer prices in 2010 - 2.8% (Serbia: 6.3%)
consumer prices in 2009 - 1.8% (Serbia 8.4%)
- Unemployment rate in 2010: 5.2% → ranked #50 worldwide (Serbia #157)

LEGISLATIVE factors

- Safety standards for consumer goods and product related service
- Ban on misleading conduct in trade or commerce
- Education Tax Refund (see SWOT next slide)
- GST (PDV): 10%

SOCIAL factors

- Population in 2010: 22,342,398
- Males
1-14yrs: 2,016,151
15-35yrs: 3,386,610
36-64yrs: 4,189,690
- Females
1-14yrs: 1,913,492
15-35yrs: 3,270,426
36-64yrs: 4,255,945

TECHNOLOGICAL factors

- Internet users: 15.81m (#25 worldwide)
- Households with access to home computer 2008/09: 78% in total
Metropolitan areas 81%,
Non-metropolitan areas 74%
- Households with access to home internet 2008/09: 72% in total
Metropolitan areas 76%
Non-metropolitan areas 65%
- Increasing usage of mobile devices (phones, PDAs, tablet computers...)
- Airports: 465 (#17 worldwide)
- Roads: 88,356km (#9 worldwide)
- Merchant Marines: 45 vessels (#73 worldwide)

ENVIRONMENTAL factors

- Coast line: 25,760 km
- Regular natural events: cyclones, floods, forest fires, earthquakes, landslides
- Over 70% of Australians live in urban centres. Most towns/cities are on the east/west coast, with moderate to high annual rainfall

POLITICAL factors

- www.australianmade.com.au is a 25-year old government initiative that influences consumer perceptions, promoting Australian over imported products.
- Current government focused on raising Australia's economic productivity
- Current government has strong eco-friendly stand

**Tigar
Americas'
entry to
market
Australia**

Rubber Boots: A Fitting Shoe for the Australian Lifestyle

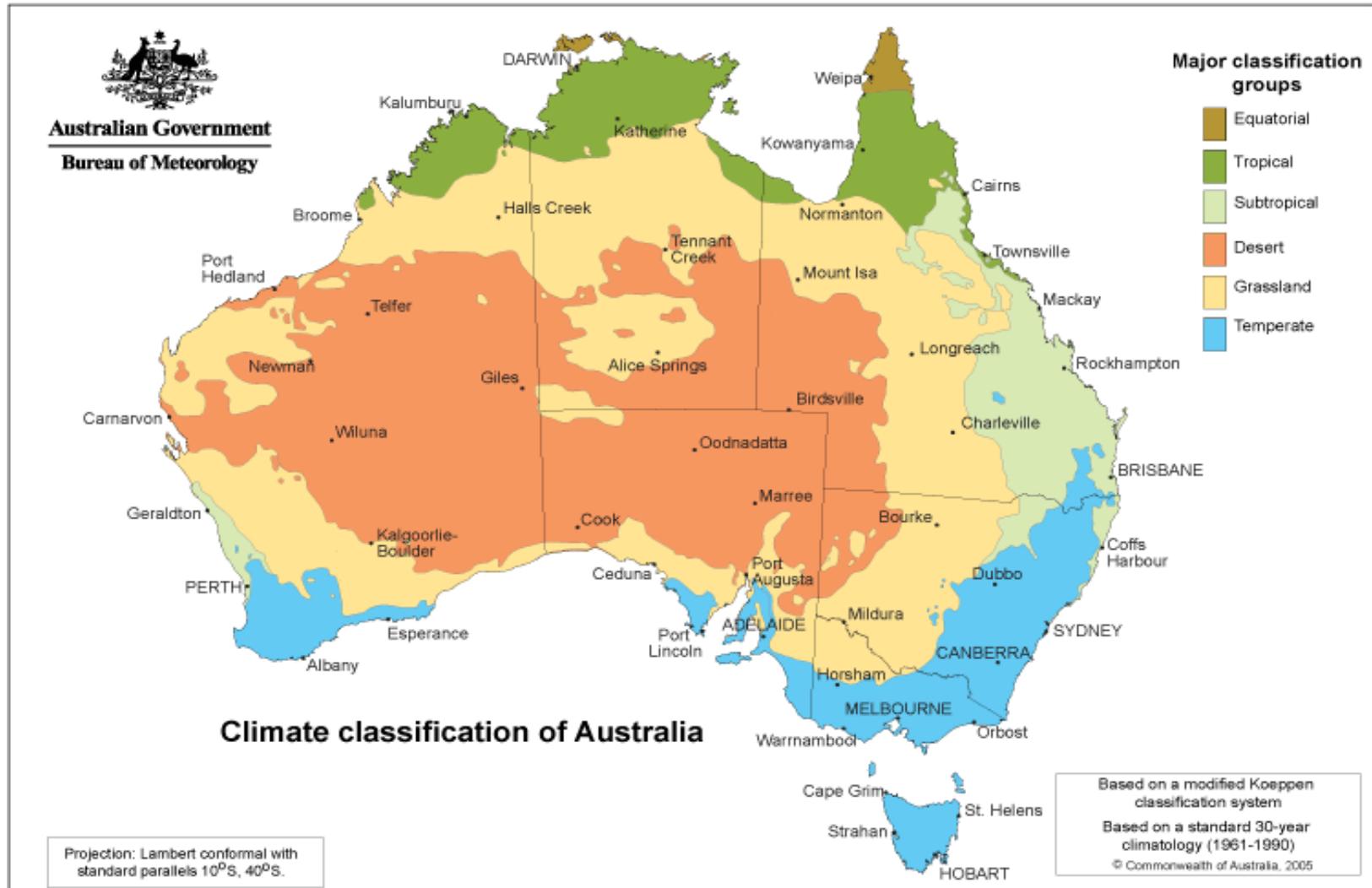


SWOT Analysis: Bringing Tigar's Rubber Boots to the Australian Market

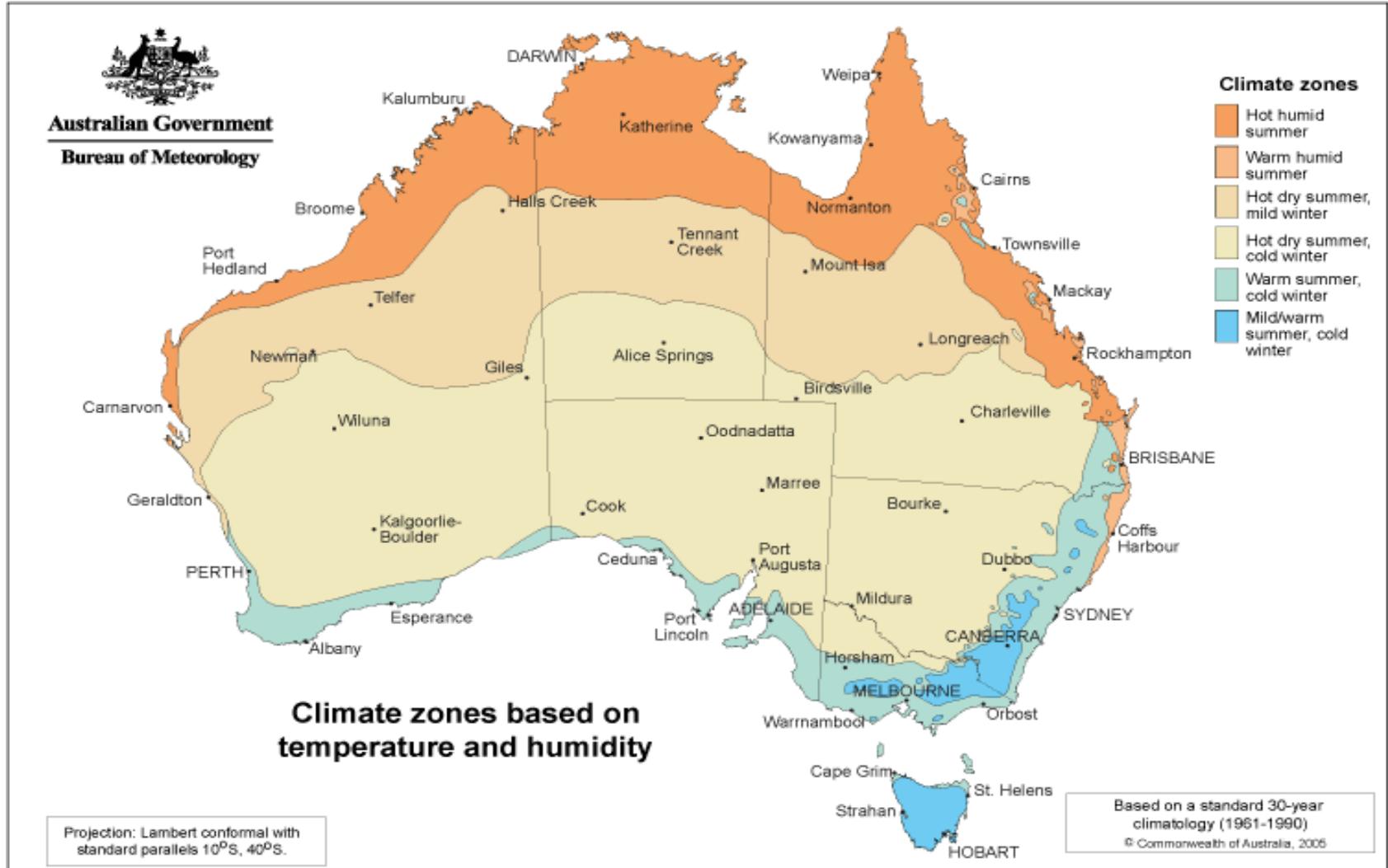
Internal	<p>Strengths</p> <ul style="list-style-type: none"> • Quality level (vulcanized natural rubber) • Simple and versatile products with attractive designs • Range of accessory products (sock inserts, rubber treatment, etc.) • Standardization for EU, UK, USA and Canada • Flexible and approachable R&D department • Able to accept smaller orders than Asian manufacturers • European production adds potential product prestige 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Long product-to-market time (4 to 6 months) • History of refusing orders of new buyers • Ability to realize orders from acceptance to delivery • Lack of financial commitment by Tigar Americas • Very basic online presence and communication with consumers • Marketing and presentation not tailored to end consumer/customer • Internal company bureaucracy interferes with efficiency
External	<p>Opportunities</p> <ul style="list-style-type: none"> • Rubber boots are a current emerging fashion trend • Strong Australian economy • Consumers shift from retail stores to online shopping • Gaps in children's shoe market • Tax refund possibility for educational institution buyers of customized footwear • Geography and climate offers many environments suitable for rubber boot wear: 25,760km coast line, need for protection against many dangerous insects and reptiles • Outdoor-oriented Australian lifestyle favours rubber footwear • Cultural attachment to "backyard" activities is favourable for rubber boots • Approx. 80% of home owners live in freestanding houses (2008) which favours use of rubber footwear • Climate change causing cooler, rainy summers in major capital cities • Climate change causing frequent floods in rural areas of Queensland, Victoria and New South Wales. 	<p>Threats</p> <ul style="list-style-type: none"> • Brands with higher brand equity already present in Australia/NZ: Hunter, Skellerup, Colours of Australia, Pipduck, Rosie Roo, Walnut Melbourne • London Olympics 2012 brings added prestige and media exposure for Hunter boot brand • Ongoing financial instability in Europe • Fluctuating price of natural rubber • Low level sales results achieved by Tigar Americas in 2011 • Major competitors' superior online presentation • Major competitors' superior marketing and PR programs • Major competitors' established presence in major Australian retail chains, with strong brand positioning, pricing policy and established relationships with purchasing managers

Sources:

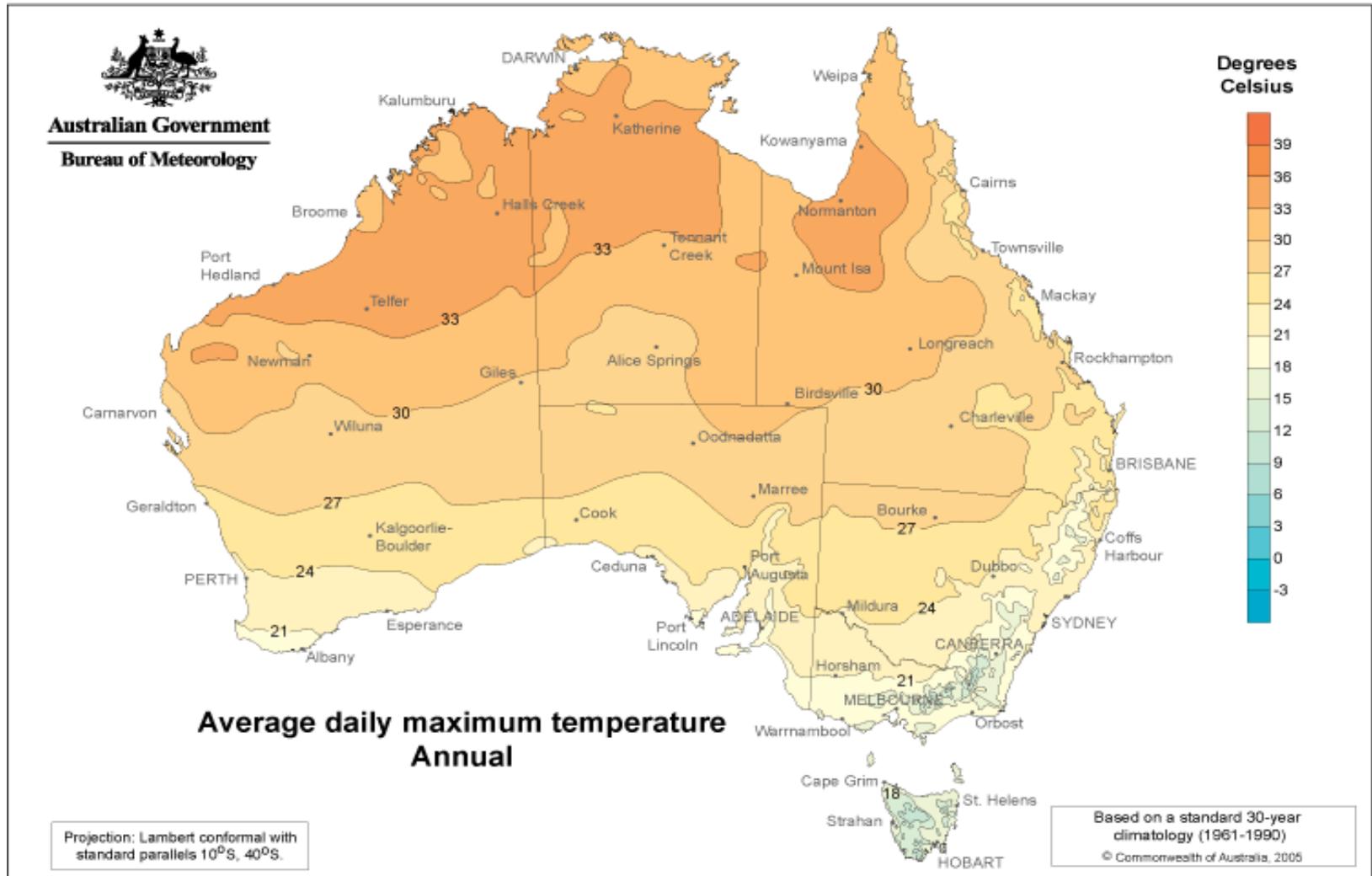
Rubber Boots: Footwear for Australia's Many Climates



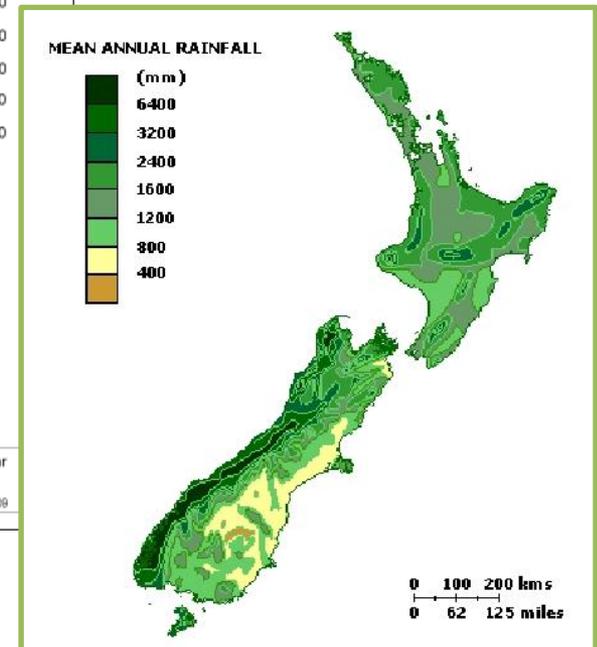
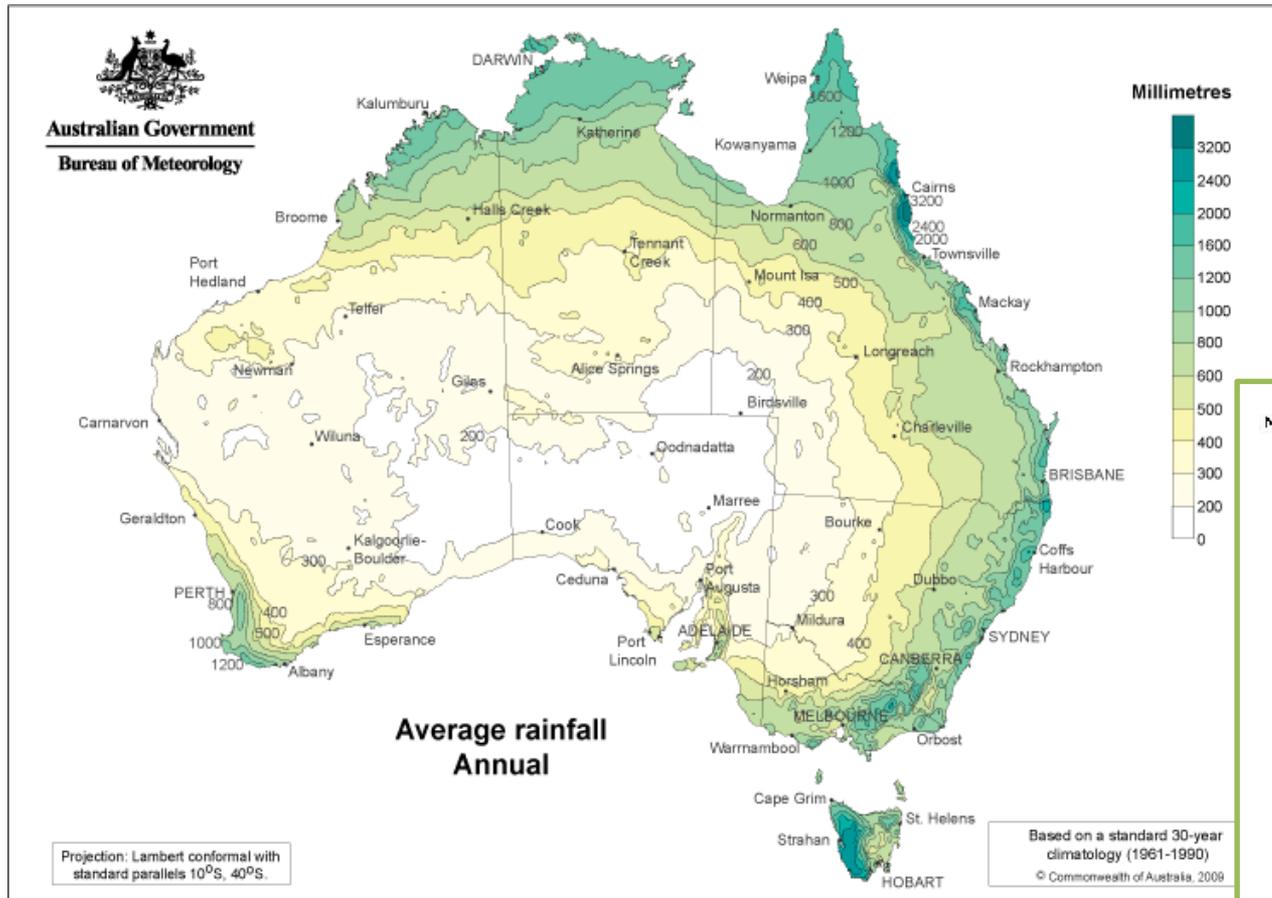
Rubber Boots: Footwear for Australia's Many Climate Zones



Rubber Boots: Footwear for Australia's Mild and Cool Regions



Rubber Boots: Footwear for Australia's Wet and Rainy Regions



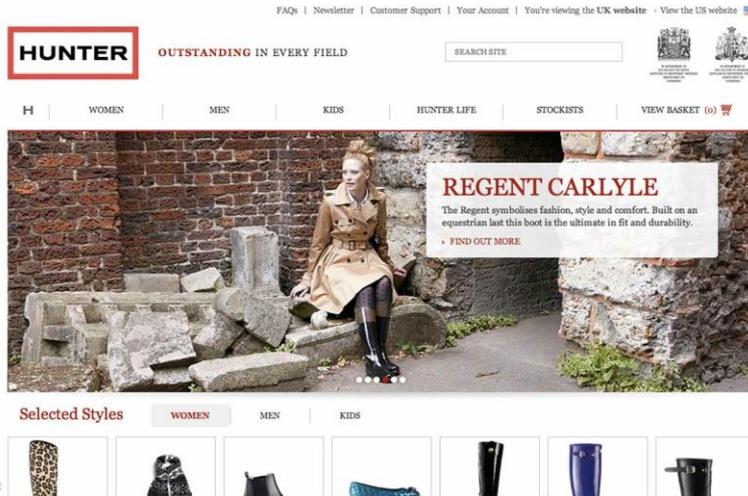


The Competition - what are they doing?

Competitor Analysis
The case of Hunter and UGG

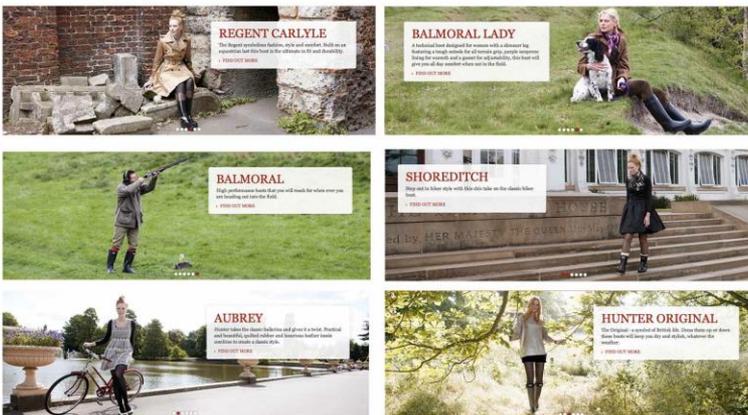
Rubber Boots: Major Competitors to Tigar Americas (Global)





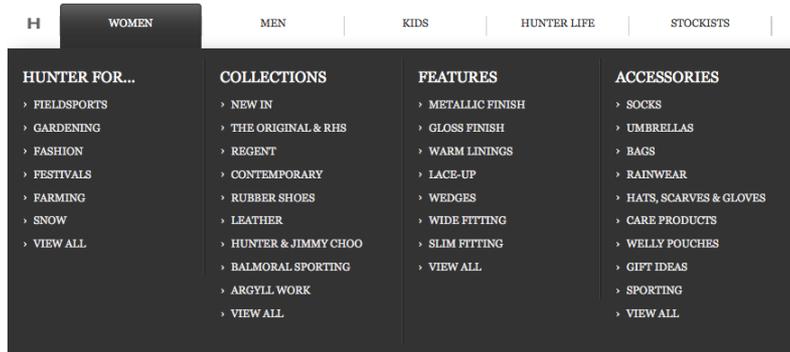
• The Hunter-boot landing page features a moving six-picture slide show

• Images show different different contexts (activities, weather, fashion styles) for different boot styles, emphasizing the versatility and range of the collection.



The 6-page slide show showing the Hunter:

- As a classic style
- As a hunting boot
- As a city boot
- As a fashion boot
- As a leisure boot
- As not just a rainy-day boot

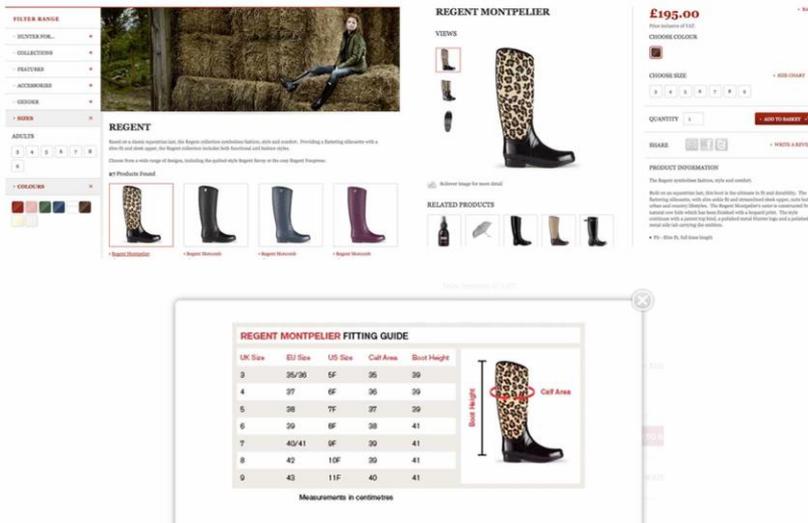


The Hunter drop-down menu also shows:

- ideas for where to wear their rubber boot - *Field sports, Gardening, Fashion, Festivals, Farming, Snow*
- related products eg. Rubber shoes
- care instructions and accessories

Buying a Hunter boot online is made easy:

- You can filter out your desired size and colour
- You get general information about the boot and the style, as well as specific information about upper material, lining and footbed
- There is an option to see the boot from different angles and to zoom in to see the finish.
- Through simple FB, Twitter and E-mail buttons, sharing the selected boot model is made easy
- If you need size guidance you just have to click on Size Chart and a descriptive size chart pops up on the screen, giving: UK, EU and US Size, Calf Area and Boot Height
- There is an option to add a personal message to the package.





CAITLIN'S 1ST HUNTERS
21/09/2011

My daughter Caitlin got her 1st Hunters from Santa last year at the age of 2yrs 8mths. We had been trying to get her some going out boots for when she was dressed up but due to her high arch and instep most...

[Read more](#)



HARVEST AT JIMMY'S FESTIVAL
16/09/2011

A photo of the children taken at Harvest at Jimmy's Festival last weekend all wearing their Hunters.

[Read more](#)



A PERFECT DAY
23/08/2011

A Perfect Day with Perfect Pink Hunters. We got married a couple of weeks ago at the Marine in North Berwick. I really wanted to go down to the beach for my wedding photos but we weren't sure we could rely on the...

[Read more](#)



PINAMAR BEACH, ARGENTINA
10/08/2011

This weekend I wore my boots to Pinamar beach. We were walking for hours and they were great. I love my Hunters, they are so stylish! Vanessa Rueda from Buenos Aires, Argentina

[Read more](#)

LATEST REVIEWS



Millbank trainers - a touch of heaven (Chris Koehn from Denmark)
14/08/2011 - Millbank Mens

Got hold on these Millbanks a few days ago - they are the ultimate substitute for your converse trainers on a wet day - but more so... The Millbank offers comfort beyond belief - and fit just like a glove on your feet - the ultra soft insole combined with a liquid like flexible rubber sole and upper - send my converse in the back of the closet - My Millbanks will go in sun or shine - they are just too good to left alone....



Huntress (Mel Prescott from Cheshire)
28/05/2011 - Huntress

I'm thrilled with my new Hunters....I picked the Huntress, simply for the comfort and because I like to wear thick socks with my wellington boots, these are perfect for that! A fantastic company, iconic.....everyone should own a pair of Hunters!



Comfy, nice and warm. (Carol Gubolin from Brazil)
09/03/2011 - Original Neoprene

I love my new Hunter Boots since I got them 2 weeks ago I can't wear anything else. They are so comfy and I have loads of stylish socks to make it more fashionable. And this particular ones keep my feet nice and toasty. "I'm Lovin' It" ;-)

• The Menu category *Hunter Life* builds its brand story, image and credibility through sections such as:

The hunter story, Hunter Timeline, Where are the Wellies from, Fun Facts, Latest News, Media Highlights, Me & My Hunter, Reviews

• In the *Me & My Hunter* subcategory, you will again find Hunter boots portrayed in different contexts and places around the world

• *Me & My Hunters* is also linked with their FB page where there is an ocean of personal pictures and comments sent by customers wearing their Hunters.

• In the *Reviews* section, there are four pages of positive feedback from customers who have bought Hunter footwear, each explaining why they are delighted with the product. The comments show customer name and location, showing the brand's global popularity.

• This section of the website adds enormous credibility to the brand as it is real feedback from happy customers, not a manufactured advertisement. It also serves to reassure new customers that they will be happy with their investment.



Competitor Analysis – Online Marketing

www.hunter-boot.com



STOCKISTS

To find your nearest Hunter stockist, please select an area and a region from the menus below to see a list of stores near you.

For international stockists please contact our [distributors](#).

SEARCH BY

1. and

Or

2. Enter a UK Postcode:

FILTER BY

1.

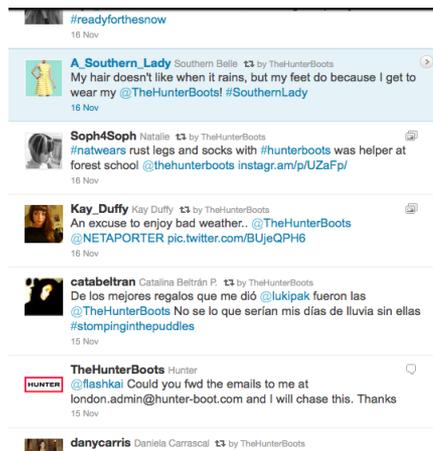
- The *Stockists* section makes it easy for consumers to find the closest store or distributor for Hunter products.
- In addition, Hunter gives substantial customer support and information on their website.
- Customer Service is arranged in an instructive manner
FAQs, Contact Us, Ordering your boots, Delivery information, Ownership and care, Returns, Hunter warranty, Terms and Conditions



Hunter uses Facebook and Twitter to connect with their customers.

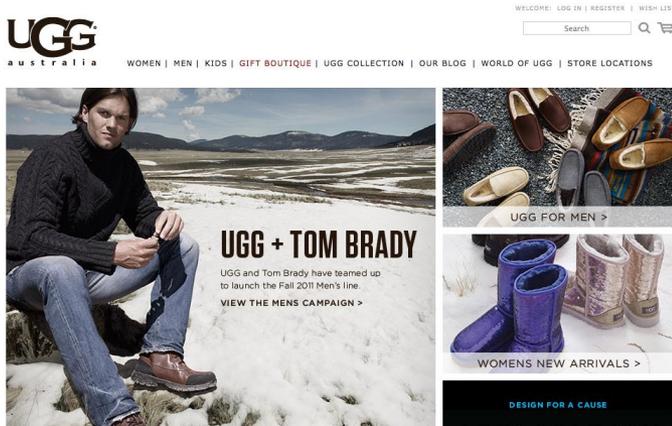
Facebook

- Hunter wearers share photos and comments
- Their Content Strategy includes: Hunter News; links to media clippings; surveys and polls such as "which is your favourite hunter boot?"; discussions on lifestyle topics not obviously or directly related to the Hunter boot (season's activities, best soundtrack for bonfire night); humorous discussions such as, "Do you incorporate the hunter boot in your Halloween costume?", etc.



Twitter

- Is used for communicating directly with customers
- Customers who have complained get a response
- Users share photos and comments about their Hunter product experiences

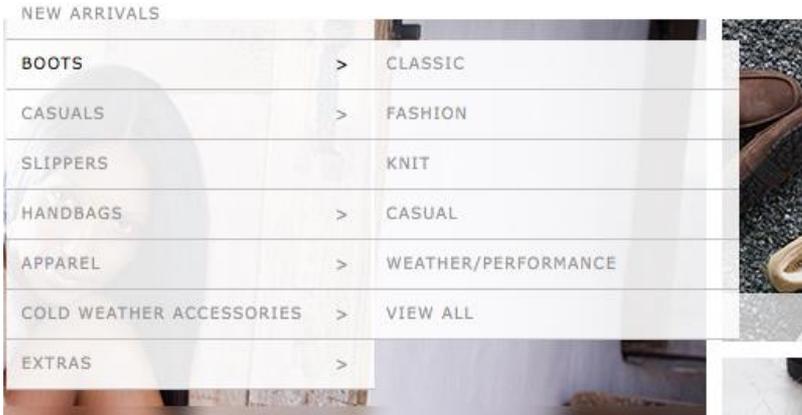


The UGG website, like Hunter, has a slide show of images on the landing page, that efficiently displays the large variety of UGG footwear.

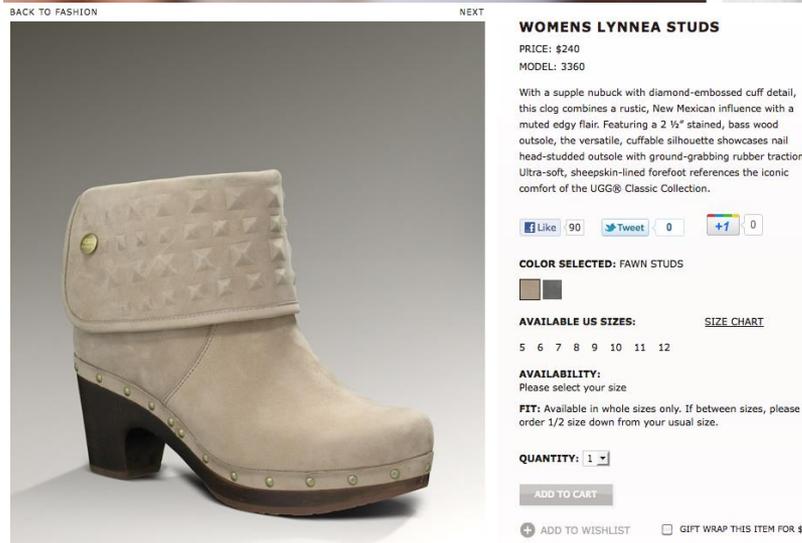


The 4-page slide shows UGG footwear in different contexts, landscapes and for both sexes:

- *In the city*
- *In the countryside*
- *At home*



Drop down menus give a good overview of the categorized product ranges.



- Information is provided about the different types of materials used in the product and about its style
- There is an option to see each boot from different angles and to zoom in to see the finish
- Through simple “recommend” buttons, it is easy to share the selected boot model with one’s social network on FB, Twitter and Google
- Again, it is easy to locate stores that sell UGGs, including UGG Concept stores, online and retail stores

US Sizes	Euro Sizes	UK Sizes	Inches	CM
4	35	2	8.1875"	20.8
4.5	35	2.5	8.375"	21.3
5	35-36	3	8.5"	21.6
5.5	36	3.5	8.75"	22.2
6	36-37	4	8.875"	22.5
6.5	37	4.5	9.0625"	23
7	37-38	5	9.25"	23.5
7.5	38	5.5	9.375"	23.8
8	38-39	6	9.5"	24.1
8.5	39	6.5	9.6875"	24.6
9	39-40	7	9.875"	25.1
9.5	40	7.5	10"	25.4
10	40-41	8	10.1875"	25.9
10.5	41	8.5	10.3125"	26.2
11	41-42	9	10.5"	26.7
11.5	42	9.5	10.6875"	27.1
12	42-43	10	10.875"	27.6

[Click here to see all of our sizing charts](#)

- Considering UGGs are sold globally, the website gives guidance on sizes with a simple one-click system - a descriptive size chart pops up on the screen and lists US, UK and European sizes, both in inches and centimeters, along with additional information about sizing and fit.

THE STORY OF UGG - OUR MATERIAL - CRAFTSMANSHIP - COUNTERFEIT EDUCATION - UGG MEDIA

BYRON BAY, AUSTRALIA

The roots of UGG Australia can be traced back to the sandy beaches of Byron Bay, where Australian surfers began wearing sheepskin footwear for warmth between sessions. Located on the eastern edge of the Australian continent, Byron Bay carves out a crescent of clear blue water that is separated into wonderful natural surf breaks with names like The Pass, Walogoo, and Cosy Corner. In the late 1960's and early 70's surfers first discovered these breaks and came in small bands to ride the unique waves. They would stay for weeks on end, and during these stays, many looked for ways to keep their feet warm and dry. Because of an abundance of sheepskin in Australia, the surfers often turned to hand-made basic sheepskin "footies" for natural warmth, comfort and to wick away moisture. It was here that the foundation was laid for a brand that would later become a worldwide phenomenon.

THE LOVE BEGINS, SOUTHERN CALIFORNIA >

OUR MATERIAL

The UGG Australia story begins with one magical material, sheepskin. The mastery of this distinctive material is the first craft of hand and perseverance is deeply ingrained in our rich history. It's what defines us. By following local, ethical, sustainable, honest and passionate using the finest available sheepskins, we deliver a luxurious comfort that is truly one of a kind, escapes words and cannot be equated by any ordinary material.

We only select the highest quality, genuine sheepskin available which we truly believe is the perfect material. No other material so naturally keeps your feet cool and warm at the same time. Or, for that matter, is able to bring together cozy and cutting edge in a single step. Once you have experienced this remarkable material, you'll understand why you have to feel it to believe it.

QUALITY + CRAFTSMANSHIP

UGG Australia uses only the finest, most luxurious genuine sheepskin in the world. Only genuine, full-grain sheepskin made in Australia, soft, dense and naturally water-repellent. We put each sheepskin through an extensive process to ensure it will provide the signature UGG experience. Each side of the leather is thoroughly examined as each pair of boots requires a large amount of material and each leg requires a separate piece of leather for durability. We look for uniformity and a flawless, fine-grained texture with no visible defects. On the heel and forefoot, 1.5" of extra "starched up" thickness across the entire area. As an additional detail in our process we select, or select and develop areas from areas showing only the highest quality sheepskin made through. The final product is a bonded piece of sheepskin worthy of the UGG Australia name.

Bringing out the best in sheepskin from something that just grows on us. For over 20 years, UGG has worked with, tested, measured and pushed the limits of this amazing material, and through this, has been able to do it better than any other sheepskin. Our design leads to the durability, comfort and style inherent in every pair of sheepskin. Choosing and crafting genuine sheepskin takes a passion and craft that is only achieved by working with our material. But the results are so different that you will both a closer attention as well as the customer.

- The menu category *World of UGG* gives: *The story of UGG, Our Material, Quality and Craftsmanship, and UGG in the media*
- As with Hunter, these sections serve to educate consumers about the brand while building credibility and justifying the product price.



- UGG uses various social network sites including, Tumblr, Polyvore, Twitter and Facebook to connect with their customers and product users. For example:

UGG's Tumblr content strategy

A range of photos are posted and shared. The photos have an international quality and are not necessarily directly related to the UGG but serve to define the brand identity.

UGG's Facebook content strategy

- UGG wearers share personal photos and comments, effectively becoming their own little community, which fosters a sense of belonging for UGG customers
- UGG posts design competitions, videos from their photo shoots and introduces new boot models



Like Comment



Anne DeClaro ▸ UGG Australia
her red bailey buttons! Her black bailey bows are still in shipment.
▼ them!

Album: Photos of UGG Australia
Shared with: Public

Like Comment Photo Albums



Polyvore content strategy

- UGG puts together an outfit around an UGG footwear product. This promotes the image of UGGs as trendy, fashionable and versatile footwear.
- Polyvore members who like the outfit then share it with others or label it as a "favourite". The number of "shares" and favourites for each outfit is visible.
- The product image can also be linked to an online store, so customers may purchase it immediately.



Twitter

- Is used for communicating directly with customers
- Responses to customer complaints are posted
- Users share personal photos and comments about their UGG experiences, again fostering the sense of an UGG community



Contacts ▼

New Collection-PDF ▼

Current Status (as at 30 December 2011)

- www.manieraboos.com currently with outdated contact details and old product catalogues
- www.manieraboosusa.com current online platform for sales of Maniera via Tigar Americas
- www.tigar.com – user must navigate through to Maniera, Brolly and Tigar catalogues but these are relevant to industrial corporate buyers only. They do not show the complete range of colours/designs and are not geared toward wholesale buyers nor to consumers.
- Tigar Europe is achieving great sales results for Maniera by using other online stores, such as:
www.wellie-boots.com www.wellywarehouse.co.uk
www.equineessentialsdirect.co.uk
www.play.com www.ebay.co.uk www.thefind.co.uk
www.henandhammock.co.uk www.bibba.co.uk
www.gummistiefelprofi.de www.reneruelke.de www.ideal.de
<http://www.miinto.dk> <http://fruensvilje.com>

Recommendations

- Tigar Americas to establish a presence on the web via the domain www.tigaramericas.com
- Tigar Americas website to have separate tabs for brands it distributes (Maniera, Brolly, Tigar, Century)
- ESG to provide Project Scope for online marketing and brands promotion strategy, incorporating development of an online platform for delivering products to consumers in the territories covered by Tigar Americas (i.e, global market excluding the EU, Russia and Western Balkans)



Social Media Strategy

A wealth of opportunities to position the Tigar brand
while connecting with customers

Opportunities and Competitor Analysis



Brand Positioning and Competitor Analysis: Social Media Strategy Overview



Platform	Recommended actions	Message to be sent	What to attain	Maniera	Hunter	Moveboot	UGG
Facebook	ESG to set up a Maniera FB page. The FB page to be linked with a Maniera YouTube channel and Twitter account. ESG to use these media to connect with product end users, plus influential internet personalities, larger events, radio stations, TV channels, newspapers and magazines	Special offers. Marketing material to be posted share connections (internet personalities etc.) postings from their website, FB, YouTube, Twitter, Blog Comment and post on connections FB pages	A two-way communication channel with our end consumers who increasingly want to <i>interact</i> with the brands they are interested in. By sharing selected postings by other influencers, we will achieve a more dynamic and interesting FB page that will connect to more people.	<u>Sort of</u>	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>
YouTube	ESG to create a Maniera YouTube channel where we will post our own product videos and share relevant videos of others.	Commercial videos for Maniera / Brolly.	Interactive communication channel with our customers that opens up the possibilities of viral marketing. By sharing material of others, we will create a more interesting YouTube channel that will connect to more people	No	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>
Linked-in	Key ESG, Tigar and Tigar Americas staff shall have a Linked-in profile. These profiles shall be linked.	How many people that are working with Tigar and Maniera.	Add credibility to Tigar/Maniera staff in front of potential buyers. Furthers opportunity to network and promote the product and network with corporate buyers.	n/a	n/a	n/a	n/a
Flickr	ESG to create an account with beautiful or fun / humourous photos that people then can share.	Photos to showcase Maniera / Brolly's colourful designs and suitability for different places and activities (not only when it rains)	Enhance image of Maniera as as a "cool" and desirable product, to see where you can use them and to share the photos.	No	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>

Brand Positioning and Competitor Analysis Online Strategy Overview

Platform	Recommended actions	Message to be sent	What to attain	Maniera	Hunter	Moveboot	UGG
Wikipedia	ESG to create articles about Tigar, Tigar Americas, Maniera	Objective information about the Tigar Corporation and products	Add credibility to the brand and company name. Give people confidence in Tigar and its products	No	<u>Yes</u>	No	<u>Yes</u>
Blogs	ESG to create a Maniera / Brolly Create our own blog, where we share news and other internet personalities' relevant blog posts. We shall also continuously connect with influential bloggers - have them write about Maniera.	Maniera news, rubber boot news Post special offers Share connections' (internet personalities etc.) postings from their website, FB, YouTube, Twitter, Blog Share relevant articles	Two-way communication channel with our end consumers. By ensuring variety, we want to achieve an interesting blog that will be followed.	No	No	<u>Yes</u>	<u>Yes</u>
Online Marketplaces & Shopping Services	ESG to select suitable sites on which to place Maniera / Brolly products.	Maniera / Brolly as an attractive and practical footwear brand.	Increasing brand awareness among online shoppers.	No	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>
Twitter	Connect, follow and comment on influential tweets in Australia	Maniera news, rubber boot news Post special offers Post product info Share connections (internet personalities etc), postings from their websites, FB, YouTube, Twitter, Blog Share relevant articles	As our Twitter account will be connected with FB, YouTube, Blog and Flickr it will give customers a good overview of what's happening in the Maniera world.	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>	<u>Yes</u>
Polyvore	ESG to set up an account with this global community of independent stylists and trendsetters – an influential place for starting or discovering fashion trends.	Maniera is a desirable footwear brand for style-conscious women.	Increase awareness of Maniera in fashion circles. Keep an eye on the competition	No	<u>Yes prod. visible</u>	<u>Yes prod. visible</u>	<u>Yes have profile</u>



Opportunities for Active Social Media Presence



Other Social Media Platforms		
Video Sharing	Livecasting	"LiveCast offers a complete solution for creating and distributing the highest quality live video experience in a mobile environment"
	Justin.tv	"Watch live video and chat with friends. Create your own live broadcast channel"
	metacafe	One of the world's largest video sites, serving the best videos, funniest movies and clips.
	ustream tv	Broadcast video LIVE to the world from a computer, mobile or iPhone in minutes, or watch thousands of shows from News to Entertainment to celebrities, 24/7.
Photo sharing	SmugMug	Billions of happy photos, millions of passionate customers. Gorgeous online photo sharing. Protect your priceless memories. Create beautiful prints & gifts.
	Photobucket	Photobucket offers image hosting, free photo sharing and video sharing. Upload your photos, host your videos, and share them with friends and family.
Content Publishing	Ezine Articles	"EzineArticles.com allows expert authors in hundreds of niche fields to get massive levels of exposure in exchange for the submission of their quality original ..."
	HubPages	"HubPages is your online space to share your advice, reviews, useful tips, opinions and insights with hundreds of other authors. HubPages is completely free, ..."
	Scribd	Scribd is a social publishing site, where tens of millions of people share original writings and documents.
Reviews / Recommendations	yelp	User Reviews and Recommendations of Top Restaurants, Shopping, Nightlife, Entertainment, Services and More at Yelp.
	Google Maps	"Find local businesses, view maps and get driving directions in Google Maps."



Opportunities for Active Social Media Presence



Other Social Media Platforms		
Micro blogging	Gowalla	“Discover our world’s most loved places while sharing the places that mean the world to you.”
	FriendFeed	Allows you to build a customized feed made up of content your friends on other collaborative sites have shared, including news articles, photos, videos, etc
	Foursquare	Members note their locations with a mobile phone and can find out where friends are.”
	Google Groups	<i>Google Groups</i> is all about helping users connect with people, access information, and communicate effectively over email and on the web.
Social Networking	Hi5	<i>hi5</i> is an online social entertainment and gaming destination site.
	Ning	“ <i>Ning</i> is the world’s largest platform for creating custom social websites, social networks and communities”
	Orkut	Social networking and discussion site operated by Google.
	Myspace	“ <i>Myspace</i> is the leading social entertainment destination powered by the passion of fans. Music, movies, celebs, TV, and games made social.”
Discussion	Disqus	<i>Disqus</i> is a global comment system that improves discussion on websites and connects conversations across the web.
Video Sharing	Vimeo	“Vimeo is a respectful community of creative people who are passionate about sharing the videos they make.”



Opportunities for Active Social Media Presence



Other Social Media Platforms		
Content Publishing	tumblr	A feature-rich and free blog hosting platform offering professional and fully customizable templates, bookmarks, photos, mobile apps, and social network ...
	wordpress	A semantic personal publishing platform with a focus on aesthetics, web standards and usability.
	typepad	"TypePad is the premier blogging service. Create a blog in minutes - with stunning designs, reliable hosting, real-people tech support, and lots more."
	blogger	Free weblog publishing tool from Google, for sharing text, photos and video.
	wikia	"Wikia is a community site that anyone can contribute to. Discover, share and add your knowledge!"
Collaborative filtering	del.icio.us	"Keep, share and discover the best of the Web using Delicious, the world's leading social bookmarking service."
	reddit	User-generated news links. Votes promote stories to the front page.
	technorati	Real-time search for user-generated media (including weblogs) by tag or keyword. Also provides popularity indexes.
	digg	"The best news, videos and pictures on the web as voted on by the Digg community. Breaking news on Technology, Politics, Entertainment, ..."
Reviews / recommendations	consumer search	"ConsumerSearch.com reviews hundreds of products, analyzes them, distills the information shoppers need and recommends which products are the ..."



“Stand Up and Deliver”

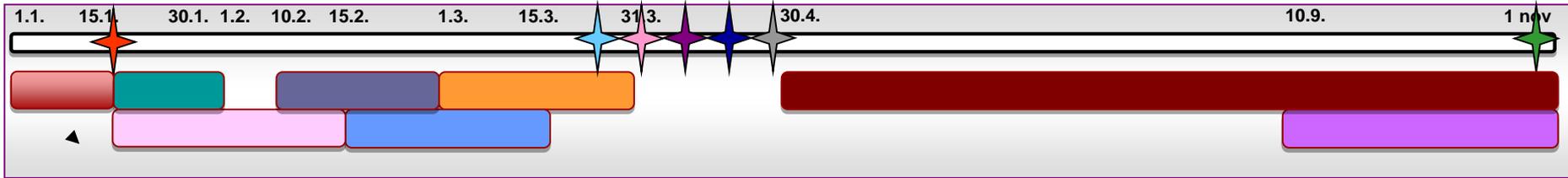
Delivering Tigar’s Rubber Boots to Australia

Price and Logistical Considerations

Rubber Wellies: Major Competitors to Tigar Americas (Australia & New Zealand)



Products: Maniera, Maniera Sport, Brolly & Tigar footwear



 → Samples delivery
 → Master document presented to TA and Tigar Management

 → Implementing recommendations from Master Document

 → Product testing

 → Contact with large retail chains

 → Canberra retailers contact

 → Negotiation with interested buyers

 → Manufacturing as per ESG order from Tigar

 → Delivery of first order to ESG

 → Approval for implementing recommendations received from TA
 → Order sent to Tigar Americas
 → Order forwarded to Tigar
 → Order Confirmation by Tigar Americas to ESG
 → TA and ESG sign sales agreement for the order
 → ESG confirms order to the buyer
 → The first ESG order delivered to buyer