



DTC OUTLET STORES

This program's initial challenges were cost reduction and speed to market. This was solved by simplifying the program to enable scalable off-shore production; all with minimal changes to the design. TCG engineered the entire program developing fixture sku's that would contain as many common components as possible. These solutions saved time and money while retaining form, fit, and function. Side benefits to this effort included using alternative material specs which resulted in deeper cost savings.

Improved speed to market required critical planning of tight time constraints. TCG utilized both domestic and offshore strategic supply chain partners that allowed the production to be completed on time and within budget. Further efficiencies have been gained by utilizing TCG's Account Services team to manage warehousing, fulfillment, and distribution of the fixture inventory.

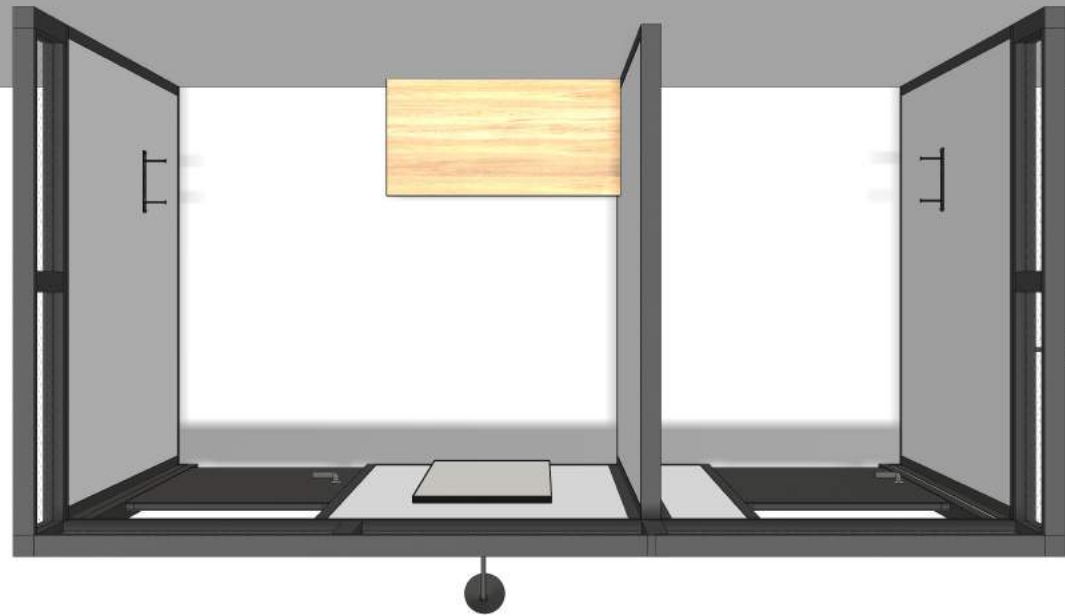


Timberland

OUTLET PROGRAM

- INTERPRETATION
- 2 DESIGN DEVELOPMENT
- 3 EXECUTION

The Carlson Group provided: Program Planning, Sampling, Engineering, Prototyping, Global Manufacturing (Domestic/Offshore), Shipping, and Installation. *We did not provide the tables in the photos.





The Carlson Group provided: Program Planning, Sampling, Engineering, Prototyping, Global Manufacturing (Domestic/Offshore), Shipping, and Installation. *We did not provide the tables in the photos.