



# NORTHWEST TRAIL OUTFITTERS

## Assignment 2

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Adam Butler  
Collin Kingsbury  
Byeloth Hermanson




POPULAR PRODUCTS




10 Essentials Bundle  
**\$200.00**

NEW




Overnight Bundle  
**\$700.00**

NEW



Vehicle Camping Bundle  
**\$1,600.00**

NEW



Snowshoe Adventure Bundle  
**\$175.00**

[All products >](#)



Northwest Trail Outfitters

Our company provides a streamlined solution to the traditional gear-gathering experience, conveniently outfitting hikers of all skill levels with field-tested gear selected by our knowledgeable team of outdoor experts.

Get our latest news and special sales

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PRODUCTS

- Prices drop
- New products
- Best sales

OUR COMPANY

- About Us
- Shipping and Returns
- Contact us

YOUR ACCOUNT

- Addresses
- Credit slips
- Orders
- Personal info

STORE INFORMATION

- Northwest Trail Outfitters
- United States
- Email us: [kevin.l.clarke@wsu.edu](mailto:kevin.l.clarke@wsu.edu)

## Business Overview

In 2016 over 40 million people took to the woods to sleep under the stars in the US. That same year over 42 million people went hiking. Over the last 5 years wholesale camping supplies sales have grown by over half a billion to just under \$2.5 billion. There's no doubting that outdoor recreation is a major market. Our business, Northwest Trail Outfitters, hopes to capture a sustainable share of that market by creating a unique one-stop gear shop for outdoor enthusiasts of all levels to quickly get all the gear they need.

Northwest Trail Outfitters is an E-tailing business. We sell recreational bundle packs which can be anything from a basic rock climbing kit to a weeklong backpacking bundle with everything one would need. Our business seeks out locally made products and American made products to include in our bundles. A major component of our business is the testing of the products we sell. We field test every product we sell to prove to our customers that our recreation packs are of great value and worth their money.

Our business is an LLC focused on E-tailing. We purchase our products from wholesalers and small local producers and store/move our products using third party shipping/warehousing services. We employ 4 multi-skilled employees who combine to do bookkeeping, inventory, product testing, product sourcing, advertising, website management, and other tasks related to E-tailing. With low operating costs and great product value we offer customers a new and unique way to shop for their outdoor gear.

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## Change Log

- Changed the hourly schedule to be scaled up so that the business does not operate in the red and can be as efficient as possible
- Moved the summary of our model from the appendix to the report.
- Adjusted numbers for annual cost and expected growth
- Added more detail on how we made profit for each outcome
- Created new tables and charts for each 3 outcomes
- Changed the revenue numbers to better represent seasonal growth
- Added some information about sites that operate in a bundle format, as well as some possible disadvantages they might have
- Clarified market opportunity by specifying characteristics of our personas
- Improved the value proposition to promote professionalism
- Added guides to value proposition
- Assigned formal title to management position

## Market Opportunity

There are going to be three major lifestyles that our market consists of. The first will be people who believe Netflix is no longer cutting it for them anymore and want to go out and adventure. Simple day trips will suffice for now but soon backcountry will need to be explored. The second lifestyle motivator will be those whose life has been a grind but have finally made it to a spot where they are no longer struggling financially. It is finally time to be able to go places on vacation and see what nature is all about. The last major motivator for our new clientele will be those who understand time is the one factor nobody can control. Youth is fading fast yet so

many places to visit and see. They have just recently bought an RV to go explore national treasures in comfort, though back country may be the next step.

Our focus will be on people of all skill levels. 41% of people interested in hiking are within the range of 25-54 years of age with an annual salary starting at \$40,000 and maxing around \$150,000. During peak season, it is estimated that 46.2 million people are out hiking and backpacking in the United States. Being a new company with no current customers, lack of word of mouth and advertising will make our growth lower than an established business. If we will get an average of 1,000 visitors to our page a month and knowing that 92% of online consumers do not purchase when visiting a site for the first time, we can conclude that we will have about 80 customers a month or 240 in the first 90 days. (Study)

Predicting growth for the first 6 months and year is much trickier. A 2-3% growth in a new business is expected, though exceeding 7% is possible. With the Pacific Northwest being very outgoing in terms of hiking and backpacking, along with their fascination with local businesses, we will use 3% as our growth base for the following three months. This will put our customer activity to about 552 transactions by the end of our 6-month window. With word of mouth spreading of our superior package deals and advertising finally kicking in, we will expect to have a 5% growth by the end of the year. By the end of the first year, we will have had 580 customer transactions with more on the horizon.

## Value Proposition

Traditionally, gathering together a quality set of hiking gear is no small feat. It requires at least an entire day of driving from store to store, wasting fuel, time, and energy. Finding quality gear for a reasonable price is a challenge as many retailers charge prestige pricing for inferior

gear, or only carry gear beyond one's personal needs. At the end of the day, many people may come to realize they've spent their money on gear that they don't trust.

Enter Northwest Trail Outfitters. Our company provides a streamlined solution to the traditional gear-gathering experience, conveniently outfitting hikers of all skill levels with field-tested gear selected by our knowledgeable team of outdoor experts. We make shopping for outdoor recreational equipment convenient and stress-free by bundling collections of gear custom tailored for any outdoor experience the beautiful Pacific Northwest has to offer. Our knowledgeable team field tests all available gear, allowing customers to rest easy knowing that their outdoor experiences will be safe and comfortable. In addition to our wide array of product offerings, our company also provides guides for popular outdoor destinations, such as Yosemite National Park or nearby hikes. Our company also hosts local outdoor skills and survival clinics to the public to prove that not only do we know our stuff, but that we genuinely care about our customers, their time, safety, and of course their overall experience in the outdoors.

## Revenue Model – Adam Butler

The revenue model we have chosen for our business is the sales revenue model (see appendix). A sales revenue model is one where companies derive revenue by selling goods, content, or services to customers. An example of an E-Commerce which follows this model would be Amazon. The reason why we chose this model is because it best fits the way in which we operate our company. We at NW Trail Outfitters sell pre-bundled packages and this is how we generate our revenue. What we decided on was an annual cost of \$126,000 for the first year. From there we spread out the costs over 12 months. Our first outcome demonstrates a 16% growth rate on average per month and 65% profit at the end of 12 months. This scenario assumes

that we had a revenue of \$11,840 in the first month. In January, we were able to sell 1 of our most expensive bundles (the Glacier Gear Expansion Kit) for \$2,200. This sale, alongside other bundles allowed us to make \$1,340 in profit during one the project low hike months. This would be our best-case scenario.

In the second scenario, we had a 18% growth rate on average per month, but the profit decreased to 60% at the end of 12 months. The way we achieved this was by decreasing the number of bundles that we sold in the first month. We also couldn't sell the Glacier Gear bundle which made us take a loss of \$1,900 in the first month. Although the first scenario and the second scenario have similar growth rates, the second scenario takes us longer to generate profit. For the third and final scenario, we decreased the growth rate on average per month to 15%. We also assumed that we sold very few bundles in the first month as well as throughout the whole year. With this scenario, it took us 4 months to finally have a monthly profit. Because of this, our overall profit was 23%. Each of the 3 outcomes demonstrate seasonal growth, this includes higher sales as weather gets warmer, as well as, a slight increase in sales during winter months for our winter related bundles.

## Competitive Environment – Kevin Clarke

Our business model has many competitors selling products in a non-bundled manner, they are not direct competitors as they do not sell high quality complete outdoor bundles, but they do sell a wide range of individual goods that we would have to combat for market share. Below are 4 areas of concern when competition is considered, these range from specific businesses to broader categories of vendors.

**Amazon:** is the world's largest retailer for almost every conceivable product available.



They do not specialize in hiking products but do carry a large range of goods at unbeatable prices. Amazon accounts for 38% of total merchandise sales in the US including sales made by third parties through Amazon. (Recode, Rani Molla, Oct 2017) Amazon's strength can also be its weakness, since Amazon is a global company and must appeal to a large market, this allows us to focus on the local market and tailor our product to the specific needs of northwest outdoorsman.

**REI:** REI is both a brick and mortar and E-commerce store that focuses on selling products for outdoor activities. In 2015, REI grossed 2.2 billion in revenue. (Bloomberg, Kyle Stock, March 2015) REI offers a large range of goods of varying quality to appeal to every level of outdoorsman. REI also has two Portland locations allowing for a hands-on experience with the product our E-store cannot provide.

**Retail Stores:** Many stores such as Walmart or Sportsman's Warehouse offer some outdoor supplies. These general Retailers have an advantage due to their presence in almost every city as well as in e-commerce. The weakness of these retailers is the lack of selection they have due to selling a broad range of products at physical locations, they have an interest in carrying only the high-sales volume items.

**Local Vendors:** There are quite a few local retailers that specialize in outdoor activity equipment, these stores are tailored for local needs but have a limited market size due to only being brick and mortar locations with limited e-commerce exposure.

**Similar methods of sale:** Some companies do offer different products in a similar bundled method. A Little Bundle (<http://www.alittlebundle.com/giftbundles/>) is a notable success in this market, they offer gift baskets for occasions such as a newborn baby. The company is frequently sold out of many bundles and seems to be doing quite well. However, if

one item in a bundle is not popular it can inhibit the sales of other items that would have sold fine on their own.

## Competitive Advantage – Collin Kingsbury

Northwest Trail Outfitters (NWTO) competes in the market of outdoor gear. Our aim is not to manufacture products for sale in competition with big names in the outdoor segment like Coleman, Columbia or the plethora of products available at REI. Rather, our aim is to provide customers with recreation bundles that offer a good mix of quality, usefulness, and value for however they recreate outdoors. We select products specifically tailored to suit novice and expert hikers alike for everything from afternoon trips to weeklong backpacking excursions. The bundling of hiking gear is what makes NWTO unique among our competition but it's how we go about it that gives us an advantage.

One advantage we offer over other outdoor gear stores is through product and service differentiation. We provide our customers with quality products by indirectly providing them the service of testing every recreation bundle we offer and every product in those bundles. We have seasoned outdoor experts test all the gear we put in our bundles. We look at all the products available, test out the products on trips, and then decide what to include in our bundle packs. This way customers can be sure that recreation bundles they purchase from us will be right for them and worth the price they pay. Customers don't get that kind of "behind the scenes" service or the selection of truly proven outdoor gear from our competition. They can only get that from Northwest Trail Outfitters.

A second advantage we have is that we favor locally made outdoor products to capture the "locally made" niche market. We prefer to find small vendors throughout the Northwest who

make excellent outdoor gear and put it through our field tests to see if it's up to our standards. If a local product passes our field tests, then it will be made available on our site and become part of our recreation bundles. When products cannot be sourced locally then we substitute only American made outdoor gear. Customers throughout the Northwest are willing to pay more for a product if it supports local business and when buying through our site customers do just that both on a local and national scale.

## Market Strategy – Byeloth Hermanson

Our company's market strategy for promotion of our e-commerce site will consist mainly of online exposure, utilizing services provided by Facebook and Google, as well as holding clinics where employees will have the opportunity to interact with members of the community and educate potential customers on topics ranging from wilderness survival to basic trail-trekking knowledge.

Utilization of Facebook will consist of promoting our company's Facebook page to receive "Likes" from Facebook members, and by boosting relevant posts we create regarding outdoor equipment, events, and general knowledge. Promoting consistently via Facebook, however, can become relatively expensive. We previously estimated that we will require roughly 10,000 visits to our site to generate enough revenue to break even and according to a study conducted by *AdEspresso*, the average cost of one Facebook "Like" in the United States is roughly \$0.20. Utilizing this information, and if one "Like" would equate to one visit to our website, the cost to reach our break-even estimation would be roughly \$2,000. At a 10% conversion rate, this would make the cost of each individual sale roughly \$2.

Utilization of Google AdWords can be slightly more complicated and much more expensive than Facebook, as Google uses a bidding system to determine which ads gain the most exposure. *WordStream* reports the average cost per click in Google AdWords to be somewhere in the ballpark of \$1-\$2. While this is much more expensive when compared to Facebook's estimated \$0.20 per "Like", it is worth noting that advertising via Google requires much less time and effort as managing a successful Facebook page is no small feat and site visits are not guaranteed. Our company would likely use a combination of both marketing systems, however, the cost of generating 10,000 visits to our site through Google alone would be roughly \$15,000 equating to a cost per individual sale of \$15 if utilizing a 10% conversion rate.

Finally, by hosting public clinics where we educate potential customers, we can tie directly into our company's unique value proposition of providing knowledge to consumers who may be new to outdoor recreation. Though these clinics would require extensive planning, coordinating, and many man-hours to execute, they would provide a much-needed connection with the local community and would help to build trust associated with our brand. At the bare minimum, it could be estimated that putting together such an event would occupy at least 12 hours of company time, and at an hourly rate of \$15 would cost the company roughly \$200. Estimating the cost per individual transaction at this point would be very difficult, however, these events would serve to create brand recognition to assist in later sales rather than creating an immediate payoff.

## Organizational Development – Chase Fenn

Northwest Trail Outfitters has capacity for three full time and one part-time (or financial equivalent) employees (see appendix). These four or more employees will have multiple responsibilities. The goal for total amount of hours they will work together is around 140 hours per

week. However, the hours will be for the most part be a quarter of that for the first 3 months and half the goal for the next 3 months. The plan is to be at optimum hours in 6 months when the business is growing.

The Social Media Manager and the IT people will likely have more proportional hours in the first 3 months to make necessary changes to the website and to setup social media pages. These hours will need to be split among numerous jobs and responsibilities. The first thing we will need is a marketing promotional manager. This person would manage our social media accounts like Twitter, Instagram, Snapchat, Facebook and other forms of social media outreach. This person would generate clicks and visibility for our company. This person would also need to be versed in customer support, another needed job, to answer questions and concerns from those who call, email, or reach out over social media.

Another important job would be our product scout. This person would oversee contacting businesses and trying to get bulk discounts from assortments of manufacturers. This way we can resell their products in our bundles and make money as the middleman. The product scout would work closely with, or perhaps also be, the product tester. This person would take the products provided by the scout and take them on a hike that befits the gear being used. We would also need a managing type to help manage inventory, some general accounting, logistics, and overall business decisions. Some of these jobs can be shared, some may be done by the same person, but the overall hourly budget should hold true.

## Management Capabilities – Curtis Dolan

### **NW Trail E-Commerce Manager**

#### **Responsibilities**

- Ensure packages are put together correctly and shipped in a timely manner
- Resolve issues regarding customers professionally
- Be able to inform possible customers on products and package deals
- Advertise on social media (respond to blogs, reviews etc.)
- Provide progress reports on sales
- Resolve technical issues that may arise on website

#### **Experience**

- Previous management position preferred
- Bachelor's in business

#### **Required Skills**

- Marketing: As any business, advertising and market penetration is a must. Having a manager that is knowledgeable in marketing will help our business grow by obtaining new customers through proper advertising.
- Managing information systems: Being an ecommerce business, all our transactions are through a website. When the website is having technical issues, they must be resolved so that our business can continue to properly serve our customers.
- Extensive backpacking/hiking knowledge: Knowing about backpacking will allow the manager to better respond and inform customers on their concerns. Backpacking can be dangerous and knowing how to better prepare for possible implications and gear needed is what our company is based off. Will also help with advertisement ideas.

## **Preferred Skills**

- **Survival training:** By knowing how to survive extreme conditions, the manager will be able to make our employees more knowledgeable along with the customers. Being able to inform customers on how to survive will show a greater understanding of backpacking and make them more likely to buy our products.
- **Organization:** Running an ecommerce business means having a facility to hold our products before being bought. Being able to have this facility properly organized, along with transactions, will allow for our company to run more smoothly.
- **Excel:** Being able to use excel will help keep information more organized and easier to understand. Having knowledge in this area will allow the manager to quickly make dashboards to depict sales and forecasts.

## **Measures of Success**

- **Good reviews:** Customer satisfaction is what brings old customers back and shows new possible clients to buy from us. With Yelp and other reviewing websites it is easy to find out how well a company performs. A manager is directly involved in how a business is performing making reviews a direct indicator on how well he/she is doing.
- **Time to ship:** We will be keeping information on time it takes for an order to be shipped from the time of transaction. This will directly relate to the competence of the manager of getting package deals together and shipped.
- **Replying to customers:** Time it takes to reply and get back to customers will be logged. This way we can tell how attentive the manager is being and ensuring customers are properly taken care of in a timely manner.

At the startup of a company it is sometimes hard to make profits making it hard to give appropriate benefits for this position. Taking this into account if the manager does well a limited partnership will be offered.

## Product Overview

We are offering a wide variety of products which will allow our customers access to recreational activities beyond your standard day hike. We instituted the concept of base bundles, augmentation bundles, and add-ons (which are suggested to customers when viewing main bundles), ensuring that people who have already purchased one of our bundles have reason to purchase from us again. Also, we were sure to diversify seasonal activities to ensure our company has something to offer year-round.

In the future we plan to also implement a customer tracking system where customers who register with the site will have advanced capabilities in terms of customization of bundles. In doing this we hope to build loyalty with our customers by providing an added level of convenience and interactivity.

## Product List

### **10 Essentials Bundle – Byeloth Hermanson**

Robert Baden-Powell founded the Scouting movement in 1907 which was directly responsible for the birth of the Boy Scouts of America in 1910, an organization providing recreation, survival training, and leadership to America's youth. Many things have changed over the years, but one thing that has stayed the same is the BSA's Ten Essentials, a bundle of items that no one would ever want to be caught in the wilderness without. Our 10 Essentials Bundle is



based on these tried-and-true teachings given to us by the Boy Scouts of America and will prepare you for any day hike.

Our 10 Essentials Bundle fits our business model perfectly by providing the necessities for any backpacking trip and pairs great with other add-on items. We believe that this will be one of our best-selling items as many people prefer to day-hike before taking the plunge into an overnight excursion.

### **Overnight Bundle – Byeloth Hermanson**

Overnight backpacking can be a truly incredible experience. However, for the ill prepared it can quickly become uncomfortable at best, and deadly at worst. Our extensive overnight bundle is sure to provide hikers of all skill levels the supplies required for a truly enjoyable back-country experience.

Our Overnight Bundle fits our business model for reasons like those of the 10 Essentials Pack. It provides a “base bundle” for many other bundles and add-ons offered on our site and it is for this reason that we believe the Overnight Bundle will be our biggest source of revenue.

### **Vehicle Camping Bundle – Collin Kingsbury**

The Vehicle Camping Bundle is a compilation of camping gear that won't fit into a backpack. Items such as a two-burner stove, a lantern, a cast iron skillet, and other cooking/camping gear are included while more common camping gear such as sleeping bags tents and chairs are not. The bundle functions as a chuck kitchen (camping kitchen) with a few tools and other items that are not cooking related but are helpful when camping.

Our business is focused on selling expert reviewed American made camping products compiled into useful “all-in-one” bundles. Ideally our bundles provide customers with everything they'd need for an outdoor activity all in one neat package. The Vehicle Bundle fits right in with

this ideal by providing a compilation of mostly American made gear that is tailored towards camping with a vehicle.

### **Fire Log – Collin Kingsbury**

The Fire Log is a relatively simple product. It's a firewood round with vertical cuts that make it possible to light the entire piece of wood on fire with only a match and a piece of paper. Since the fire log is about the size of four pieces of normal firewood (or more with the larger sizes) it will burn for a couple of hours without needing to be stoked. The Fire Log can also be used to cook on with cast iron pans.

Obviously, the Fire Log isn't a bundle of products. Therefore, we put it into a separate category, Add-Ons, with the logic that it could be added to the purchase of one of our bundles. It fits in nicely with our camping bundles and it is a locally made product as well, so it makes sense for us to sell it.

### **All Terrain Backpack – Curtis Dolan**

The durable 45L WorkSack is locally manufactured in Portland, Or. and is great for both novice and expert backpackers alike. Its ability to expand or compress from its original size makes it great for both day hikes along with multi night adventures in back country.

The 45L backpack ties in with our business model since it is locally made in Portland, Or.

### **MRE – Curtis Dolan**

MRE's are currently used by the military when in the field or conducting missions because of their efficient nature. These battle-tested meals are conveniently stored in waterproof bags that cater to all diets. Each MRE has all its contents tightly packed together to save room when space is tight. Every menu comes with all the essential vitamins, nutrients and carbohydrates needed to sustain active lifestyles.

MRE's may not be locally made in the Pacific Northwest but are made in North Carolina and Florida which is still in the USA.

### **Overnight Snow Cave Bundle – Chase Fenn**

Snow Cave camping is a great way to spend a weekend. Snow is very insulating and therefore there is nothing quite as serene and peaceful as spending a weekend experiencing the calm of nature. Pair this with the Snowshoe bundle and have an entire weekend exploring the snowcapped mountains of the Northwest.

The Snow Cave bundle fits with the business model because first off, it is a bundle. It also is great for using on the various mountains in our NW region. It's a cheaper bundle compared to things like the vehicle bundle, so it caters to a bigger variety of audiences and it covers for the winter season while some of our main products are more summer oriented. It also meshes extremely well with the other product, the Snowshoe Adventure Bundle.

### **Snowshoe Adventure Bundle – Chase Fenn**

Snowshoeing can be a truly incredible experience. It is fun, easy, and an inexpensive hobby to get into and keep fit. If you can walk, you can snowshoe with no learning curve required like with Snowboarding or Skiing. No lift ticket required! Pair this with the Overnight Snow Cave bundle to extend your adventure an extra day or even a weekend trip!

The Snowshoeing Bundle fits well with the business model as it is a bundle that is one of the cheapest to keep a wide price range of items on the website. It also caters to the beginner audience that will make up a good portion of our customer base. Snowshoeing is an easy start that isn't daunting and could be a good first purchase for first time customers.

### **Deluxe Fishing Bundle – Adam Butler**

The Deluxe Fishing Bundle is the perfect starting bundle for the novice fisher in your life. This bundle includes all the essential accessories anyone would need for a day out fishing. This is perfect for those in a hurry.

The Deluxe Fishing Bundle fits our business model in that it's a bundle of everything a novice fisher would need to start fishing. The bundle itself is towards the cheap end of bundles that we offer but because of that we should be able to sell more of these bundles. This bundle can also be combined with others without the customer spending a ton extra.

### **Tackle Restock – Adam Butler**

Need a quick restock of your tackle box? Well, this restock bundle has all the essentials you will need. It comes with fishing line, bait, tackle, hooks, and sinkers.

The Tackle Restock bundle fits our business model in that it's a bundle of fishing essentials that every fisher will need eventually. It's an item that can help retain customers. The bundle itself is one of the cheapest bundles that we offer. This bundle makes a great add-on to the Deluxe Fishing Bundle but is also a good bundle by itself for those who already own a fishing pole and reel.

### **Glacier Gear Expansion Kit – Kevin Clarke**

Explore the beauty of the treacherous glaciers with this all in one Glacier Gear supplemental bundle. Glacier Gear gives you all the needed equipment to explore the wonders of the frozen frontier in relative safety. All the equipment in our bundle has been tested rigorously by our experts and is guaranteed to endure anything you can throw at it. Combine this bundle with our Overnight Bundle for everything you need to have an extended stay on the ice!

Glacier gear fits our typical bundle business model and focuses on one very specific activity outdoors. The gear needed for safely navigating glaciers is very expensive and

specialized. We felt it would perform better as a supplement to the overnight bundle. As Glacier Gear does not contain typical stuff needed for an overnight stay, it can be purchased by someone who has already bought one of our overnight bundles or picked up at the same time for all the gear needed for an adventure. We used the related items link to emphasize this relationship.


### **International Travel Accessories Bundle – Kevin Clarke**

Be prepared for traveling anywhere in the globe with our International Bundle! This bundle enables you to carry your important documents safely, stay in contact with loved ones from around the world, and keep your devices powered for days. Our SIM card is guaranteed to work in over 150 countries worldwide, and our battery and adapters will allow you to keep your devices running wherever your travels take you. We have included a passport protector to protect your vital documents, as well as a worldwide travel guide to help you find where you want to explore next!

This pack still follows our business model of our bundles. The accessories pack is built in a way that allows the user to experience something new with a single purchase. Not all our customers would be traveling internationally, so incorporating these items into our other bundles felt excessive, but we still wanted to be able to provide them to our customers and felt a small, cheaper accessories pack was the best option.

# Product Pages

Home / Bundles / Backpacks / 10 Essentials Bundle



**10 ESSENTIALS BUNDLE**

**\$200.00**

Robert Baden-Powell founded the Scouting movement in 1907 which was directly responsible for the birth of the Boy Scouts of America in 1910, an organization providing recreation, survival training, and leadership to America's youth.

Many things have changed over the years, but one thing that has stayed more or less the same is the BSA's Ten Essentials, a bundle of items that no one would ever want to be caught in the wilderness without.

Our 10 Essentials Bundle is based on these tried-and-true teachings given to us by the Boy Scouts of America and will prepare you for any day hike.

This pack was field tested by Elizabeth "Lizard" Myers on Dog Mountain, WA.

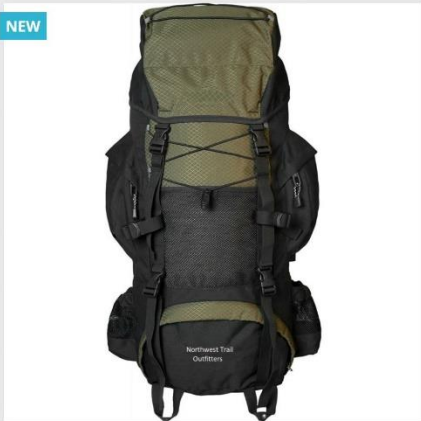
Quantity: 1 [ADD TO CART](#)

Share [f](#) [t](#) [G+](#) [p](#)

- [Security policy \(edit with module Customer reassurance\)](#)
- [Delivery policy \(edit with module Customer reassurance\)](#)
- [Return policy \(edit with module Customer reassurance\)](#)

Home / Bundles / Backpacks / Overnight Bundle

**NEW**



**OVERNIGHT BUNDLE**

**\$700.00**

Overnight backpacking can be a truly incredible experience. However, for the ill prepared it can quickly become uncomfortable at best, and deadly at worst.

Our extensive overnight bundle is sure to provide hikers of all skill levels the supplies required for a truly enjoyable back-country experience.

This pack was field tested by Jeff Dean on Table Mountain, WA.

Quantity: 1 [ADD TO CART](#)

Share [f](#) [t](#) [G+](#) [p](#)

- [Security policy \(edit with module Customer reassurance\)](#)
- [Delivery policy \(edit with module Customer reassurance\)](#)
- [Return policy \(edit with module Customer reassurance\)](#)

NEW



## VEHICLE CAMPING BUNDLE

\$1,600.00

Make your trip memorable by bringing the amenities included with this bundle.

Camping near a vehicle affords far more room for packing gear than a mere backpack can. With that in mind we've put together this bundle to take advantage of that extra space by offering a fully stocked chuck kitchen along with a lantern, covers, tools, and other products to make your camping trip much more enjoyable.

Take advantage of all the camping gear that can't fit into a backpack, but will fit in the trunk.

This Vehicle Bundle was field tested and approved by Jeff Dean on the Rubicon Trail, CA.

Quantity

1 [ADD TO CART](#)

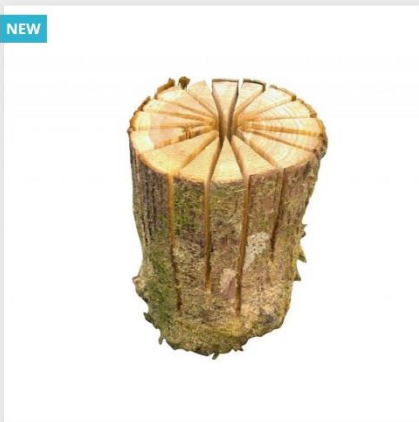
Share [f](#) [t](#) [G+](#) [p](#)

[Security policy \(edit with module Customer reassurance\)](#)

[Delivery policy \(edit with module Customer reassurance\)](#)

[Return policy \(edit with module Customer reassurance\)](#)

NEW



## FIRE LOG

\$15.00

The Fire Log; a camp fire all in one neat, easy to light, package.

If you're tired of the hassles involved with lighting a fire and bringing all the necessary wood and kindling, then try one of our fire logs. They are a night's fire all in one and are easily lit with just a piece of paper and a match.

Try one on your next camping trip!

Fire Logs have been field tested and approved by Steve Waite and Liz Myers on multiple camping trips.

Size

Small ▾

Quantity

1 [ADD TO CART](#)

Share [f](#) [t](#) [G+](#) [p](#)

[Security policy \(edit with module Customer reassurance\)](#)

[Delivery policy \(edit with module Customer reassurance\)](#)

[Return policy \(edit with module Customer reassurance\)](#)

NEW



### ALL TERRAIN BACKPACK

\$320.00

The durable 45L WorkSack is locally manufactured in Portland, Or. and is great for both novice and expert backpackers alike. Its ability to expand or compress from its original size makes it great for both day hikes along with multi night adventures in back country.

Tested by all of our expert employees

Size

Small ▾

Quantity

1

ADD TO CART

Share

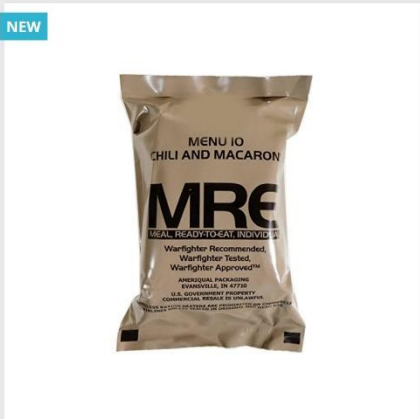


Security policy (edit with module Customer reassurance)

Delivery policy (edit with module Customer reassurance)

Return policy (edit with module Customer reassurance)

NEW



### MRE

\$7.00

MRE's are currently used by the military when in the field or conduction missions because of their efficient nature. These battle tested meals are conveniently stored in waterproof bags that cater to all diets. Each MRE has all of its contents tightly packed together in order to save room when space is tight. Every menu comes with all the essential vitamins, nutrients and carbohydrates needed in order to sustain active lifestyles.

Tested by Jeff Dean

Menu

Menu ▾

Quantity

1

ADD TO CART

Share



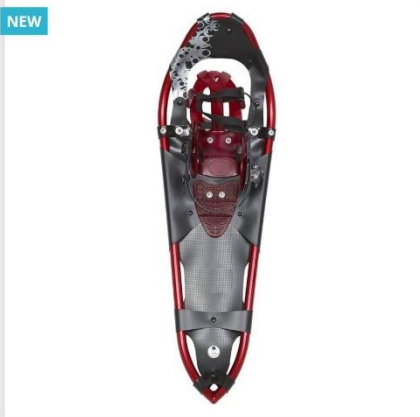
Security policy (edit with module Customer reassurance)

Delivery policy (edit with module Customer reassurance)

Return policy (edit with module Customer reassurance)



NEW



## SNOWSHOE ADVENTURE BUNDLE

\$175.00

Snowshoeing can be a truly incredible experience. It is fun, easy, and an inexpensive hobby to get into and keep fit. If you can walk, you can snowshoe with no learning curve required like with Snowboarding or Skiing. No lift ticket required!


Pair this with the Overnight Snow Cave bundle to extend your adventure an extra day or even a weekend trip!

*Tested by Jeff Dean on Mt Hood, Oregon.*

Quantity

1

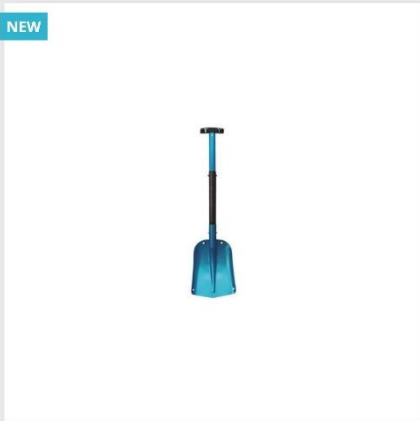
Share    

 Security policy (edit with module Customer reassurance)

 Delivery policy (edit with module Customer reassurance)

 Return policy (edit with module Customer reassurance)

NEW



## OVERNIGHT SNOW CAVE BUNDLE

\$250.00

Snow Cave camping is a great way to spend a weekend. Snow is very insulating and therefore there is nothing quite as serene and peaceful as spending a weekend experiencing the calm of nature.

Pair this with the Snowshoe bundle and have an entire weekend exploring the snow capped mountains of the Northwest.

*Tested by Jeff Dean on Mt Hood, Oregon.*

Quantity

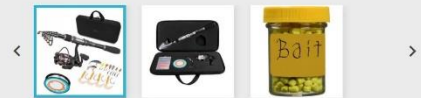
1

Share    

 Security policy (edit with module Customer reassurance)

 Delivery policy (edit with module Customer reassurance)

 Return policy (edit with module Customer reassurance)



## DELUXE FISHING BUNDLE

\$120.00

This Deluxe Fishing Bundle is the perfect starting bundle for the novice fisher in your life. This bundle includes all the essential accessories anyone would need for a day out fishing. This is perfect for those in a hurry.

This Bundle was field tested and approved by Steve Waite.

Quantity

1



Security policy (edit with module Customer reassurance)

Delivery policy (edit with module Customer reassurance)

Return policy (edit with module Customer reassurance)



## TACKLE RESTOCK

\$40.00

Need a quick restock of your tackle box? Well, this restock bundle has all of the essentials you will need. It comes with fishing line, bait, tackle, hooks, and sinkers.

This Bundle was field tested and approved by Steve Waite.

Quantity

1



Security policy (edit with module Customer reassurance)

Delivery policy (edit with module Customer reassurance)

Return policy (edit with module Customer reassurance)



### GLACIER GEAR EXPANSION KIT

\$2,000.00

Explore the beauty of the treacherous glaciers with this all in one Glacier Gear supplemental bundle.

Glacier Gear gives you all the needed equipment to explore the wonders of the frozen frontier in relative safety. All of the equipment in our bundle has been tested rigorously by our experts and is guaranteed to endure anything you can throw at it.

Combine this bundle with our overnight bundle for everything you need to have an extended stay on the ice!

*Tested by Jeff Dean on Mt Hood, Oregon.*

Quantity

1



- Security policy (edit with module Customer reassurance)
- Delivery policy (edit with module Customer reassurance)
- Return policy (edit with module Customer reassurance)



### INTERNATIONAL TRAVEL ACCESSORIES BUNDLE

\$120.00

Be prepared for traveling anywhere in the globe with our International Bundle!

This bundle enables you to carry your important documents safely, stay in contact with loved ones from around the world, and keep your devices powered for days.

Our sim card is guaranteed to work in over 150 countries worldwide, and our battery and adapters will allow you to keep your devices running wherever your travels take you.

We have included a passport protector to protect your vital documents, as well as a worldwide travel guide to help you find where you want to explore next!

*Tested by Elizabeth Myers, Various locations.*

Quantity

1



# Website Content Pages


**About Us**

## About Us

**Our company**

Life has a way of making days seem shorter as daily routines get more and more complex. Even when on vacation the steady stream of texts, emails and phone calls drags you back to the reality you're trying to escape. At Northwest Trail Outfitters, we want to help enable you to break free from your everyday routine and get out and see the natural wonders Earth has to offer. Our knowledgeable staff will set you up with everything you need in order to experience the world on your two feet instead of the couch. We have pre-designed bundles comprised of back-country tested products that are all manufactured in the United States. The wide variety of bundles along with the input from our staff will allow adventurers of all skill levels to enjoy the back-country as safely as possible. Let us do the packing so you can enjoy the adventure.

## Adventure Awaits



## Contact Us

We are here to ensure that your next adventure is fun and safe as possible. If you have any questions, concerns or simply need some advice, please feel free to call us and one of our knowledgeable staff members will be happy to help.

**Monday-Friday 0800-1800**


**Phone: (360) 867-5309**

**5638 NE Washington St.**

**Suite 101**

**Portland, OR 97203**

Feel free to attend our scheduled events to learn more about select topics along with answers to any questions you may have. You can check out our event schedule under the community tab on our website.



[BUNDLES](#)
[COMMUNITY](#)
[FIND A HIKE](#)
[EXPERT PROFILES](#)
[ABOUT US](#)

Home / Community

## Community

**Join Us!**

There is **nothing** more important to our team than ensuring that everyone in our local community has equal opportunity to experience the wonders of the Pacific Northwest. For this reason we hold several public clinics throughout the year to provide an opportunity for people to learn about wilderness survival and get any questions they may have answered.

**Please see our schedule below for all upcoming events! We hope to see you soon!**

When	Where	What
Saturday, May 5 <sup>th</sup> @ 3:00pm	Next Adventure - 426 SE Grand Ave, Portland, OR 97214	Backpacking 101
Wednesday, May 23 <sup>rd</sup> @ 6:00pm	REI - 12160 SE 82nd Ave, Portland, OR 97086	First Aid Dos & Don'ts
Monday, June 11 <sup>th</sup> @ 7:00pm	Columbia Springs - 12208 SE Evergreen Hwy, Vancouver, WA 98683	Annual Trail Clean-Up
Friday, June 29 <sup>th</sup> @ 6:00pm	U.S. Outdoor - 219 SW Broadway, Portland, OR 97205	Summer Hiking Basics

## Expert Profiles

### Our Experts

At NWTO we don't sell products unless they are approved by at least two of our three seasoned outdoor adventurers (Experts). They ensure that every product we offer meets our high standards of both quality and durability. Our experts place their reputation on the products they endorse so that you can be sure the recreation bundle you buy from us will survive the most rigorous outdoor adventures again and again.



**Jeff Dean, Enumclaw WA**

Jeff grew up in rural Washington where he spent much of his time hunting, fishing, and exploring the outdoors any chance he had. After graduating high school he enlisted in the Military and trained to become an Army Ranger. Following the rigorous training involved with becoming an Army Ranger Jeff injured his shoulder during a practice mission and was subsequently honorably discharged. Jeff then utilized his experience in the military and his love of the outdoors to become a hunting guide in the backcountry of Montana. There he guided hunters on lengthy hunting trips through the rugged terrain during all kinds of weather. While a guide, Jeff began teaching survival skills he learned in the military to hunters. He then moved back to Washington where he started a survival school "Thrive Outside" for those wishing to improve their survival knowledge and skills. As part Thrive Outside, Jeff leads backpacking trips and hunting trips to various destinations where students learn how to identify various plants, track game, and survive with minimal tools. Thrive Outside partnered with NWTO to provide backing bundles for students to rent and as part of the partnership Jeff was more than happy to help us select and review products.



**Elizabeth "Lizard" Myers, Portland OR**

Liz grew up in the suburbs of Portland where she made regular trips to REI for outdoor gear. So regular in fact that she knew most of the employees by name. Her regular visits were due to her active outdoor lifestyle which includes snowshoeing, snowboarding, backpacking, rock climbing, and spelunking, just to name a few. She actually got her nickname from a friend who thought she looked like a lizard when climbing because of how fast she could race up a rock face. Liz is always trying new outdoor activities and while spending a month in Utah visiting a friend she wanted to hike in the Zion National Park but she was without her gear. While doing some searching online she found NWTO and purchased our "10 Essentials" bundle and took it all throughout Zion. She was so happy with our product bundle that she contacted us directly to suggest other bundle pack ideas. Liz now regularly suggests gear and reviews products for us.



**Steve Waite, Talkeetna AK**

Steve grew up in the small town of Talkeetna Alaska surrounded by vast wilderness. He developed a passion for fishing and hunting and regularly went on long hunting trips with his father and grandfather. After High School Steve worked as a crew member aboard a crab fishing boat in order put himself through college. He graduated from the University of Alaska Fairbanks with a degree in Environmental Science and took a Job as an assistant to the manager of of the Northern region of the Olympic National Park in Washington. From that time on Steve has held various positions within the National Parks Department and has spent much of his time camping and fishing in the parks while working to make the outdoors more accessible to the public. At NWTO we are lucky to have his opinion regarding sustainable outdoor activities as well as his reviews and recommendations on various outdoor products.

**Find A Hike**

**Check out our hike of the week!**

Hikes	Location	Distance	Elevation Change	Season	Link
Cape Perpetua	Lincoln County, Oregon	6.5 miles	1100 feet	All year	<a href="#">Here</a>
Coldwater Peak	Skamania County, Washington	13.8 miles	3360 feet	July - October	<a href="#">Here</a>
Cooper Spur	Mount Hood, Oregon	6.4 miles	2800 feet	July - October	<a href="#">Here</a>
Dalles Mountain Ranch	Klickitat County, Washington	6.9 miles	1060 feet	All year	<a href="#">Here</a>
Dog Mountain	Dog Mountain, Washington	6.9 miles	2800 feet	March - October	<a href="#">Here</a>
Elkhorn Crest	Baker County, Oregon	12.5 miles	3600 feet	July - October	<a href="#">Here</a>
Elk Cove	Mount Hood, Oregon	8.8 miles	1790 feet	July - October	<a href="#">Here</a>
Ice Lake	Wallowa County, Oregon	15.4 miles	3380 feet	July - September	<a href="#">Here</a>
Jefferson Park	Marion County, Oregon	11.2 miles	2500 feet	July - September	<a href="#">Here</a>
Lookingglass Lake	Mount Adams, Washington	11.8 miles	2495 feet	July - September	<a href="#">Here</a>
McNeil Point	Clackamas County, Oregon	10.4 miles	2200 feet	July - October	<a href="#">Here</a>

Elkhorn Crest	Baker County, Oregon	12.5 miles	3600 feet	July - October	<a href="#">Here</a>
Elk Cove	Mount Hood, Oregon	8.8 miles	1790 feet	July - October	<a href="#">Here</a>
Ice Lake	Wallowa County, Oregon	15.4 miles	3380 feet	July - September	<a href="#">Here</a>
Jefferson Park	Marion County, Oregon	11.2 miles	2500 feet	July - September	<a href="#">Here</a>
Lookingglass Lake	Mount Adams, Washington	11.8 miles	2495 feet	July - September	<a href="#">Here</a>
McNeil Point	Clackamas County, Oregon	10.4 miles	2200 feet	July - October	<a href="#">Here</a>
Multnomah-Wahkeena Loop	Multnomah County, Oregon	4.9 miles	1600 feet	All year	<a href="#">Here</a>
Opal Pool-Cedar Flats	Linn County, Oregon	10.5 miles	400 feet	All year	<a href="#">Here</a>
Paradise Park	Clark County, Washington	12.3 miles	2300 feet	July - October	<a href="#">Here</a>
Silver Star Mountain	Skamania County, Washington	5.7 miles	1240 feet	March - November	<a href="#">Here</a>
Strawberry Mountain	Grant County, Oregon	12.6 miles	3610 feet	June - October	<a href="#">Here</a>
Table Mountain	Skamania County, Washington	15.5 miles	4320 feet	April - October	<a href="#">Here</a>
Trail of Ten Falls Loop	Marion County, Oregon	7.8 miles	870 feet	All year	<a href="#">Here</a>
Tunnel Falls	Hood River County, Oregon	12.0 miles	1640 feet	All year	<a href="#">Here</a>
Yocum Ridge	Clackamas County, Oregon	14.2 miles	3600 feet	July - October	<a href="#">Here</a>



Home / Shipping and Returns

### Shipping and Returns

**Return Policy:**

Here at NWT our quality is our livelihood. We 100% guarantee the quality of our products. If you have a problem with any of our equipment we will work with you to find a satisfactory solution.

Here are two common solutions if you are dissatisfied with our products:

**1: Product replacement:** If you have a broken product let us know, we will immediately ship a replacement. After you receive the replacement return the broken product using the replacements box.\*

**2: refund:** Feel free to return any of our bundles you have purchased for a cash refund, however we cannot return funds until we receive the product.

*\*If we do not receive the damaged product within 20 days of shipping the replacement, your credit card will be charged for the value of the shipped replacement.*

**Shipping Methods:**

**Standard shipping:** the price of shipping is included with your purchases. We ship our bundles using FedEx 3 day shipping.

**Local Delivery:** We offer next business day shipping for orders in the greater Portland area for a small fee.



Hike of the Week - NWT

2 views

0 0 SHARE

## Lessons Learned

We as a group learned many lessons throughout the course of completing this project, including how to operate PrestaShop, creating customer personas, the importance of pictures, avoiding copyright infringement, as well as the importance of keywords and plentiful site content.

- Overall PrestaShop was an easy to use website builder that served as an excellent introduction to the backbone workings of an E commerce website, this information will be valuable in the future as most business these days has some form of e-commerce.
- Using appropriate demographics to create accurate personas is an effective way to better understand your targeted market. Personas will depict various customers with different goals, needs and personalities to simplify the task of understanding their buying processes. This helps when creating business models, advertisement, web pages and the ability to effectively market your products to consumers.
- Great pictures can really showcase a product. We learned from one of the guest speakers how pictures play an important role in ecommerce. Backgrounds matter in that a white background highlights a product's appearance while a picture of a product in use (lifestyle pic) highlights its use. Pictures are the primary way in which potential customers view products and the quality of the pictures speaks to the quality of the product.
- As we learned from our guest speaker from Sweet Spot Skirts, infringing on copyright is a good way to get a new business buried in legal fees and fines. That is why it is important to not include other companies' logos on the website. To get around this, with



Professor Curry's permission, we used Microsoft paint to edit out any logos from the photos so that liability does not fall on us. If the business was to go live, it would be important to take more steps to ensure we are within the law.

- Keywords are vitally important. They help drive traffic to a business's website. As an example, a company is entering a market and they have 1% of the market. Using unique or specific keywords when they set up their website they can increase exposure to their website and help create more organic search engine growth. One great example when Professor Curry told us about one of his clients and how using woodworking as a keyword when talking about RVs fostered the most organic growth and even today it's still the number one search result in google.
- The importance of plentiful, high quality content on a website was another new lesson learned throughout the course of this project. Not only does content allow for extra value to the customer, it also helps drive traffic to a website by improving the likelihood of appearing in search engine results.

## Additional Research Required

Though we gained much new insight throughout the course of the project, our group does feel that there are several areas where further research may prove beneficial. These areas include researching wholesalers, legal protection, social media marketing, the process of launching an actual start-up, required permits, and the employee hiring process.

- Researching wholesalers is an area we would need to focus on if we were to launch a business of this kind. While being a cost leader isn't our goal we shouldn't expect to resale products by putting markups on prices that are available to everyone. Our added

value of expert reviews, all in one bundles, and mostly American made goods can only go so far. Finding wholesalers and producers of camping and backpacking goods would be very important in achieving realistic prices and margins.

- If the business were to ever go live, we would need to take pictures of the products ourselves and with permission from the businesses we would be working with to put together our bundles. To put copyright in our favor, it would be cool to touch on filing for patents, copyrights, trademarks, and more. To go with that, setting up your business as an LLC is an important step so that any slip ups do not fall on you or a coworker but on the business itself.
- We are interested in expanding our knowledge regarding social media marketing beyond the scope of Facebook, including platforms such as Twitter, Instagram, or even Snapchat. While Facebook may drive the most traffic directly to our site, building our brand and getting as much exposure as possible is equally important.
- We are interested in learning more about the actual process of properly starting a company. The methods of acquiring staff, producing your product, and gaining a market share seem very complex, as well as how to deal with competitors who are much bigger than you.
- It would be nice to learn more about the various permits that are needed to start selling goods on the internet. Learning about what permits are needed to conduct e-commerce nationally and what extra ones you would need, if any, to conduct business internationally. This would be important to discuss especially since it is the first official step of starting an e-commerce business.

- One thing that would be useful to learn is the process of hiring new employees. Being a startup, it's hard to compete with well-established companies when it comes to hiring qualified employees. These employees would have to be people who are willing to work for fewer benefits and for a company that could be riskier than a larger company. What are ways in which we can find these employees.

## Appendices

### Customer Personas

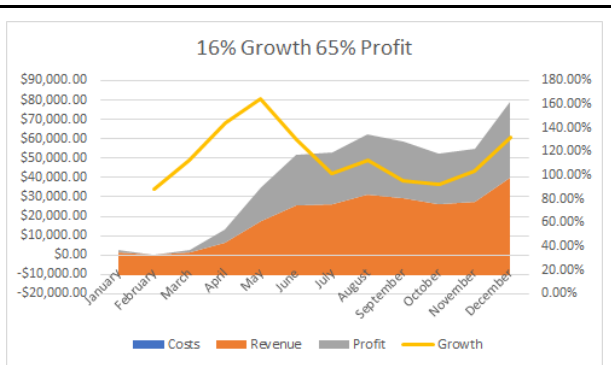
	Age	Household	Education	Hobbies	Annual Salary	Customer Base	Values	Fears
Charlie	25-34	1; Single	High school diploma	Netflix, flying kites, drinking beer, hiking, traveling	\$40-59,000	15%	Maturity, self-growth, friends	Not becoming anything in life, being alone
Jaymi	35-44	2; Significant other	Bachelor's in science	Reading, photography, running, paddle boarding, yoga	\$79-99,000	16%	Work, inner peace, relaxation	Working to much, not enjoying one self
Blake	45-54	2; Married	Bachelor's in mechanical engineering	Painting, swimming, rafting, camping	\$100-149,999	20%	Hard work, family, God, time	Not seeing enough of the world, not seeing enough family

### Frequency of Purchasing

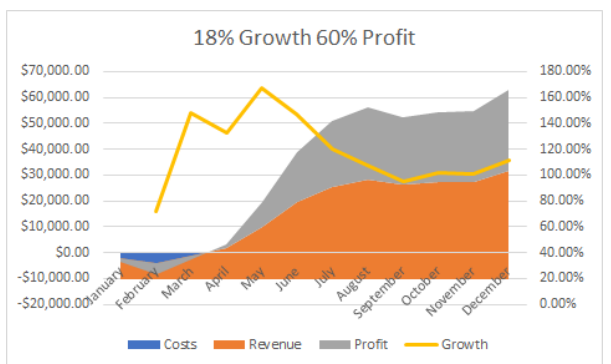
Customer Profile	Avg. Transaction Amt.	Purchase Frequency/mo.
Blake (45-54)	\$200	1
Charlie (25-34)	\$150	1-2
Jaymi (35-44)	\$100	2-3

## Projected Revenues

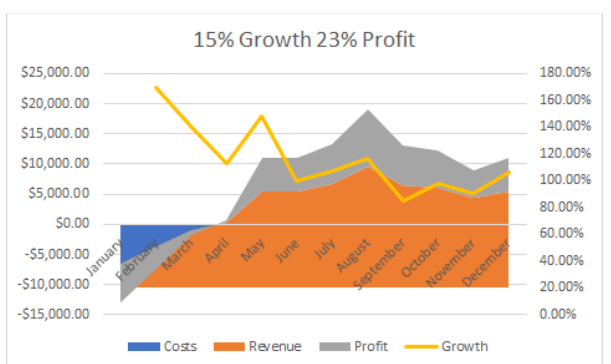
Month	Costs	Revenue	Profit	Growth
January	-\$10,500.00	\$11,840.00	\$1,340.00	
February	-\$10,500.00	\$10,440.00	-\$60.00	88.18%
March	-\$10,500.00	\$11,800.00	\$1,300.00	113.03%
April	-\$10,500.00	\$17,000.00	\$6,500.00	144.07%
May	-\$10,500.00	\$28,000.00	\$17,500.00	164.71%
June	-\$10,500.00	\$36,400.00	\$25,900.00	130.00%
July	-\$10,500.00	\$37,000.00	\$26,500.00	101.65%
August	-\$10,500.00	\$41,700.00	\$31,200.00	112.70%
September	-\$10,500.00	\$39,800.00	\$29,300.00	95.44%
October	-\$10,500.00	\$36,800.00	\$26,300.00	92.46%
November	-\$10,500.00	\$38,000.00	\$27,500.00	103.26%
December	-\$10,500.00	\$50,200.00	\$39,700.00	132.11%
<b>Total</b>	<b>-\$126,000.00</b>	<b>\$358,980.00</b>	<b>\$232,980.00</b>	<b>116.15%</b>



Month	Costs	Revenue	Profit	Growth
January	-\$10,500.00	\$8,600.00	-\$1,900.00	
February	-\$10,500.00	\$6,200.00	-\$4,300.00	72.09%
March	-\$10,500.00	\$9,200.00	-\$1,300.00	148.39%
April	-\$10,500.00	\$12,200.00	\$1,700.00	132.61%
May	-\$10,500.00	\$20,400.00	\$9,900.00	167.21%
June	-\$10,500.00	\$30,000.00	\$19,500.00	147.06%
July	-\$10,500.00	\$36,000.00	\$25,500.00	120.00%
August	-\$10,500.00	\$38,600.00	\$28,100.00	107.22%
September	-\$10,500.00	\$36,800.00	\$26,300.00	95.34%
October	-\$10,500.00	\$37,600.00	\$27,100.00	102.17%
November	-\$10,500.00	\$37,800.00	\$27,300.00	100.53%
December	-\$10,500.00	\$42,000.00	\$31,500.00	111.11%
<b>Total</b>	<b>-\$126,000.00</b>	<b>\$315,400.00</b>	<b>\$189,400.00</b>	<b>118.52%</b>



Month	Costs	Revenue	Profit	Growth
January	-\$10,500.00	\$4,000.00	-\$6,500.00	
February	-\$10,500.00	\$6,800.00	-\$3,700.00	170.00%
March	-\$10,500.00	\$9,600.00	-\$900.00	141.18%
April	-\$10,500.00	\$10,800.00	\$300.00	112.50%
May	-\$10,500.00	\$16,000.00	\$5,500.00	148.15%
June	-\$10,500.00	\$16,000.00	\$5,500.00	100.00%
July	-\$10,500.00	\$17,200.00	\$6,700.00	107.50%
August	-\$10,500.00	\$20,000.00	\$9,500.00	116.28%
September	-\$10,500.00	\$17,000.00	\$6,500.00	85.00%
October	-\$10,500.00	\$16,600.00	\$6,100.00	97.65%
November	-\$10,500.00	\$15,000.00	\$4,500.00	90.36%
December	-\$10,500.00	\$16,000.00	\$5,500.00	106.67%
<b>Total</b>	<b>-\$126,000.00</b>	<b>\$165,000.00</b>	<b>\$39,000.00</b>	<b>115.93%</b>



# Required Positions

Job Title	First 3 Months Hours /Week	Next 3 Months Hours /Week	Final 6 Months Hours /Week	Wage	First 3 Months Total Cost	Next 3 Months Total Cost	Final 6 Months Total Cost	Total Cost
Manager	10	20	40	\$ 13.50	\$ 135.00	\$ 270.00	\$ 540.00	\$ 945.00
Social Media Manager	10	15	30	\$ 12.00	\$ 135.00	\$ 202.50	\$ 405.00	\$ 742.50
Customer Support	5	10	20	\$ 12.00	\$ 67.50	\$ 135.00	\$ 270.00	\$ 472.50
Product Scout	7	15	30	\$ 12.00	\$ 94.50	\$ 202.50	\$ 405.00	\$ 702.00
Product Tester	4	7	15	\$ 10.50	\$ 54.00	\$ 94.50	\$ 202.50	\$ 351.00
IT	10	3	5	\$ 10.50	\$ 135.00	\$ 40.50	\$ 67.50	\$ 243.00
<b>Totals</b>	<b>46</b>	<b>70</b>	<b>140</b>	<b>\$ 70.50</b>	<b>\$ 621.00</b>	<b>\$ 945.00</b>	<b>\$ 1,890.00</b>	<b>\$ 3,456.00</b>

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