

## **Adaptive Sports Global (ASG) Corporation\***

This brand new ASG startup company has just hired you on as one of three new marketing product line managers reporting to the marketing director. Several years in the planning, the start-up is now becoming operational. The founders are engineers and managers who are sports enthusiasts that wanted better clothing and gear to pursue their sports passions. Besides hiring based on specific qualifications for the particular job, they only hire athletes and weekend sports enthusiasts who use various types of sporting gear and clothing in their personal lives and can therefore relate to the user. They allow the first two weeks at the company for intensive training and using the gear to become thoroughly familiar with the product. Whatever feedback they get from users they funnel into the production and design to make improvements. All production is done within the United States (U.S.) The founders want to keep the company relatively small in staff but with a global market. The headquarters is located outside of Pittsburgh PA. The headquarters building as well as their production facilities (which predominantly uses robots for actual production work) and large warehouse are Green Seal® and LEED certified®\* (Green Seal; BuidingGreen, 2019). The company is committed to planting the amount of trees each year to offset their carbon emissions generated from production. The majority of products are currently sold directly to customers through the company website.

The mission of the company is: We make quality clothes and equipment that we sell to active people anywhere, that adapt to the terrain and climate in a [sustainable](#) manner.

The objectives, according to the executives of ASG, are:

- Create sustainable clothes that adapt to temperature variations and weather conditions in a sustainable manner.
- Design and produce sports equipment that will adapt to (1) differing terrains and climates as well as (2) adapt to different sports and (3) provide excellent performance.

The department has hired you as one of three new marketing product line managers (you can read the general product manager [job duties](#)).

**Product line 1. Sports Equipment: Winter sports** (skiing, snowboarding, winter climbing, skating, ice hockey, etc.) and shoes or boots that apply.

**Product line 2. Sports Equipment: All other sports:** Sailing (and parasailing), surfing, tennis, golf, rock climbing (and indoor gym/parcourse, etc.) and footwear that fit those sports.

**Product line 3. Apparel:** All sports clothing lines, starting with hats, helmets, vests, and jackets (male and female lines).

All equipment and apparel is either compostable, or can be recycled. All equipment comes with a free return label when the person has finished with the equipment so that it may be recycled.

For instance, wooden surf boards that are cracked from impact on rocks etc. can be sent back to ASG. The company then recycles the components to make new surfboards or repairs them and donates them to third world areas or poorer countries where sports equipment might be considered unattainable economically.

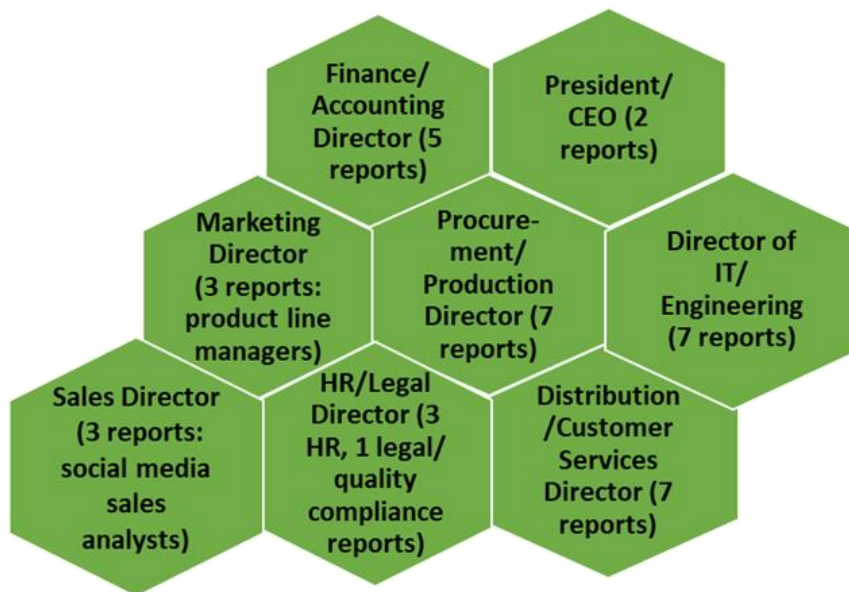
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### Reference

BuildingGreen, Inc. (2019). *LEED*. Retrieved from <https://www.buildinggreen.com/leed>

Green Seal. (2019). Make healthier, greener choices with confidence. Retrieved from <https://greenseal.org/>

### ASG Company Structure:



ASG  
corporate  
structure: 46  
employees  
to date