

# Company Study of Beijing Toread Outdoor Products Co., Ltd., 2012

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## Abstracts

Beijing Toread Outdoor Products Co., Ltd., founded in 1999, is a high&new tech enterprise, which specializes in R&D, design, production and retail of outdoor products. Toread's marketing network covers more than 90 large and medium cities all over the China, about 400 standardized outlets. The top minded awareness of target consumer group and the occupancy rate of top department stores rank No. 1 in outdoor industry. During past ten years, the annual average growth rate of Toread exceeded 50%, which became the legend of China outdoor products enterprises.

Since 1999, Toread had been engaging in the R&D of outdoor equipments like tent, sleeping bag, moisture-proof pad, organization of these equipments outsourcing, and sales of them through distributors. In 2000, it newly developed packsack and folding series, in 2001, it added businesses of outdoor apparel and footwear, and in 2002, it introduced direct sales, which formed a sales model employing both direct sales and franchise.

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