

# Project Brief

## “Exploring A Brand-Owned Recommerce Program”

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**Capstone Partner:** Phil Hazeltine

**Project Date:** Feb 2024 - Dec 2024

### Project Overview:

While still a relatively new industry, recommerce is emerging as a strategic method for brands to reduce emissions, divert products from the landfill, expand brand reach, and capture resale revenue streams. Our team worked in collaboration with Thule Group LLC to develop the business case for a brand-managed recommerce program for their packs, bags, and luggage line, informed by market trends, consumer interest, competitor benchmarking, expert interviews, and financial modeling.

#### Purpose:

- Recommerce would allow Thule to establish itself as a frontrunner for circular luggage solutions, as recommerce is currently mainly concentrated within the apparel sector
- Recommerce presents an opportunity for Thule to unlock new revenue streams, broaden customer base, increase brand loyalty, and remain competitive with other brands in the outdoor gear industry

#### Outcome

- **Deliverables**
  - Care and repair evaluation & recommendations
  - Brand-owned recommerce business case
  - Recommerce financial calculator
- **Recommendations**
  - A recommerce pilot program to explore our recommended model, in partnership with a software partner and an operator partner

#### Impact:

- Our deliverables will be used to help educate and inform future Thule staff in their pursuit of exploring recommerce program development

#### Methods:

- Competitor benchmarking
- Interviews with industry professionals
- Consumer surveys
- Demonstration meetings with recommerce platform providers
- Financial modeling

#### Key Learnings:

- Building a professional business case
- Recommerce program best practices and key players
- Adaptability through unforeseen project changes

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