Subject: : Gear Talk
Topic: : Retail store brand differences...
Re: Retail store brand differences...
Author: : pcray1231
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URL:

Ok, first, Cabelas does not "make" anything. Simms does make stuff that gets branded Cabela's. As does Hodgeman, etc. In any line of product, pretty much look at the brand names that Cabela's sells. Those companies also make stuff to be branded "Cabela's" as well.

I'm not sure of the business deals behind the scenes. There are likely agreements for Cabela's NOT to sale "competitor X" brand. Cabela's might require it in order to sell your brand, they do have pull as a large retailer.

But generally, the stuff branded "Cabela's" will be similar to, but not quite meet the standards of an exact name brand product. So Simms likely does make Cabela's branded waders. They probably look awfully similar to a specific Simms model. But they might be stuff that failed an inspection, and got "downgraded" to Cabelas brand. They might be leftovers after Simms upgraded it's product and had some old ones leftover. Perhaps the factory ran out of, say, "inner linings", and instead of shutting down for a while they started putting out stuff to be branded by Cabelas. They may just use a less expensive material or process on certain parts.

Is the difference in quality worth 3x the price? That's up to you. Sometimes the difference in quality may be very small, other times very large, and it's gonna be hard for you to figure out. Plus, it's up to you how much you value that improvement.

And yes, in just about anything, the cost you pay at the store is at least double, if not more than 10x, than the cost to manufacture said item. You'd think that equates with HUGE profits, and in some cases, yes. But in many cases those profits are merely used by Cabela's to field test equipment, hire and train employees, hold inventory, build new stores, market, etc. From what I understand, Cabela's main profit these days comes from it's credit card business, not it's store sales.