

Subject: : Gear Talk

Topic: : Retail store brand differences...

Re: Retail store brand differences...

Author: : pcray1231

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URL:

Quote:

I am surprised to read pcray claiming Simms makes candelas items. It was my understanding that cabelas has no waders made in the USA. Simms make all but their cheapest in the USA.

First, I do not know what Simms does or doesn't make for Cabelas. I was using them as a hypothetical company, not a specific case that I know of. Merely trying to describe how Cabela's operates and where their branded products come from. However, Cabela's doesn't make anything, and they don't design anything from scratch. They take existing products, and alter the design (in conjunction with the other company), and then piggyback on the other company's supply chain.

I'm not saying it never happens, but it's not typically generic knock off stuff through alibaba or something. They have real brands (like Simms) make stuff for them, and acquire it through that brand's supply chain, not around it.

Sometimes companies do produce essentially the exact same thing to be branded Cabelas. In most cases, perhaps there are a lot of similarities, but, say, a Simms type entity (not a specific example, just a for instance) will make the same design with cheaper materials to be branded Cabelas, thus maintaining their superiority. Or there will be a few features missing or changed, or whatever. Something to distinguish the name brand.

Much of the cost of any product is in design, testing, setting up a facility to produce it on a mass scale, etc. Cabelas is cheap because it doesn't do that stuff. It piggybacks on companies who did that for them. The details are worked out in commercial agreements. The right for your brand to be sold at Cabelas requires that you give something to Cabelas. It might be just plain money or a healthy cut of the profit on stuff sold there. Or, you can collaborate with them to make something to be Cabela's branded to compete with your low end stuff. They can entice you to do more for them by allowing you to sell more models through them, giving you more catalog space, etc.