

SWIM ZONE AQUATICS.com

Small Business of the Year Application

Financial Data

Fiscal Year End (actual)

	<u>Gross Sales</u>	<u>Profitable Year</u>
Most Recent (2004)	\$2,417,799	break-even
2 nd Most Recent (2003)	\$2,278,761	yes
3rd Most Recent (2002)	\$2,063,168	yes

Narrative Responses

Company Description: Swim Zone Aquatics

This local business is a vibrant, growing catalog mail order company that has set even more aggressive growth goals for the next 5 years. It is a 28 year-old major distributor of apparel, equipment and products for “water enthusiasts.” These include competitive swimmers, master’s swimmers, fitness/water aerobics swimmers, water polo players and triathletes. Both individuals and teams/groups are customers. Products include bathing suits, caps, goggles, apparel, equipment, books and promotional products. Orders are taken via phone and fax, and are shipped within 24 hours from the company’s warehouse.

Company’s History

The current owner, Mike Landry, is the son of the founder. The company was founded over 25 years ago when the Mike’s mother, Amanda Landry, could not find competitive swimsuits available in the Midwest for her two swimming sons. She met and became a distributor for a major supplier in the industry. Other suppliers such as Speedo were added, and her list of buyers grew. In 1990, her son took over the company when it was \$500,000 in sales.

Mike Landry made radical changes after he bought the company. He computerized the operation, moved it to Atlanta, shut down the less-profitable retail space, and added other sports and lines beyond competitive swimming. All of this at a risk. The amount of time Mike had to spend updating the operation and physically moving it required long hours, and made it difficult to focus on “growing the business.” With virtually no other experienced management he single handedly created testing plans for new products, new types of businesses and new users.

The company is now located in University Center For Business in North Atlanta, in a rented space that houses all operations. There are 16 employees: 8 customer service reps, 4 warehouse employees, an accountant, a part time graphics artist, a Vice President, and Mike, the owner.