



Meridian Outdoor Co. — Business Plan

FY2026 Strategic Plan

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1. Executive Summary

Meridian Outdoor Co. is a direct-to-consumer outdoor apparel and gear brand serving thru-hikers, backcountry travelers, and weekend adventurers. This plan outlines our strategy for fiscal year 2026, a year in which we expect to grow revenue by forty percent, expand into three new retail categories, and launch our sustainability certification program.

Our competitive advantage rests on three pillars: field-tested product design, a vertically integrated supply chain, and a community-first marketing model that reduces customer acquisition costs by thirty-eight percent compared to industry benchmarks. The combination gives us room to invest in durability and repairability without sacrificing margin.

Key highlights:

- Projected FY2026 revenue of \$12.2M, up from \$8.7M in FY2025.
- Launch of the Trailhead Pro apparel line in Q2 2026.
- Expansion into two new international markets: Canada and the United Kingdom.
- Sustainability certification for eighty percent of the product catalog.

2. Company Overview

2.1 Mission

To build outdoor gear our customers trust on the hardest miles of the trail — gear that lasts, repairs cleanly, and returns to the earth at the end of its life.

2.2 History

1. 2018 — Company founded in Bend, Oregon by two former REI product designers.
2. 2019 — First product line ships: the Meridian Pack 40L backpack.
3. 2021 — \$2M seed round closed; warehouse operations moved in-house.
4. 2023 — Crossed \$5M in annual revenue; launched the field-repair program.
5. 2025 — Opened flagship retail store in Portland; began sustainability audit.

3. Products & Services

3.1 Product Categories

Our FY2026 catalog spans backpacks, footwear, apparel, outerwear, and cooking gear. The table below summarizes our flagship SKUs for the coming year.

SKU	Product	Category	MSRP
MP-040	Meridian Pack 40L	Backpack	\$189.00
MP-065	Meridian Pack 65L	Backpack	\$249.00
TB-010	Trailhead Boot	Footwear	\$219.00
CP-002	Canyon Pant	Apparel	\$129.00
SS-001	Summit Shell	Outerwear	\$299.00
CK-003	Coalfire Kit	Cooking	\$69.00

PRODUCT 1

1200 × 800

4. Market Analysis

4.1 Target Market

We serve three customer segments, each with distinct purchase patterns and price sensitivities.

- Thru-hikers — multi-week backpackers who prioritise weight, repairability, and durability over brand recognition.
- Weekend adventurers — families and young professionals who hike two to five trips per year and value comfort and convenience.
- Technical guides — industry professionals who require gear that can be serviced in the field and carry a reputation built on long-term reliability.

4.2 Competitive Landscape

The outdoor gear market is crowded but fragmented. Our three primary competitors each hold a narrow positioning that leaves room for a brand optimizing for durability across price tiers.

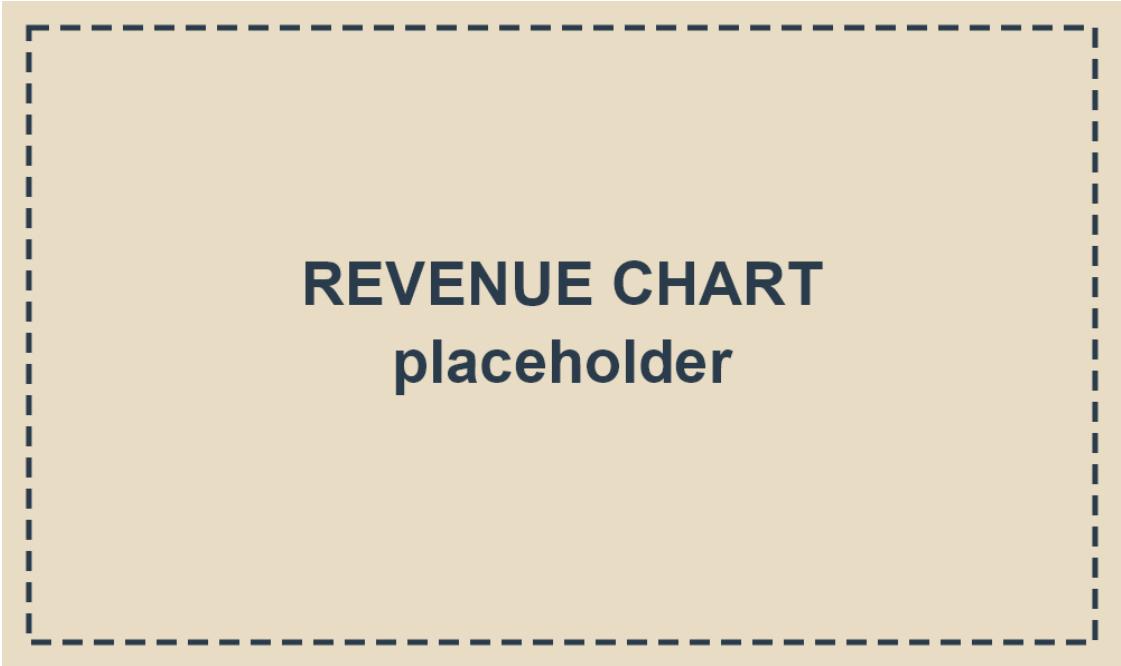
Competitor	Positioning	Weakness
Alpinista	Premium technical gear	High price point, limited catalog
Basecamp Co.	Mass-market durability	Inconsistent quality control
Ridgeline	Ultralight specialists	Narrow product mix; no apparel

5. Financial Projections

The following four-year projection assumes the launch of Trailhead Pro in Q2 2026 and the opening of two international markets in Q4 2026. Gross margin expansion reflects supplier consolidation and a shift toward in-house manufacturing for core SKUs.

Metric	FY2024	FY2025	FY2026	FY2027
Revenue	\$6.0M	\$8.7M	\$12.2M	\$16.8M

Gross margin	52%	55%	57%	58%
Op. income	\$0.6M	\$1.2M	\$2.1M	\$3.4M
Employees	24	38	54	72



6. Team

Our leadership team combines outdoor industry experience with operational and financial discipline.

- Elena Márquez — Chief Executive Officer
- Jonas Park — Chief Financial Officer
- Priya Raman — Head of Product
- Tomás Ortega — Director of Operations
- Siri Nakamura — Head of Sustainability

7. Appendix

Supporting materials are available at the following locations:

[Sustainability whitepaper](#)

[Supply chain audit \(2025\)](#)

[Product catalog \(PDF\)](#)