The Next Big Thing?: Training Mask at a Crossroads

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**Synopsis**

*The Next Big Thing?: Training Mask at a Crossroads* is a decision point case facing Training Mask, a company that manufactures training masks for athletes for use in conditioning training. The mask simulates high-altitude breathing conditions and adds value to each workout session. Training Mask has been very successful in reaching well-known and serious athletes. Now the time has come to decide the future of the company. Casey Danford must decide whether he should: 1. remain in his present status and mainly market to hardcore athletes, 2. expand his market by including the “weekend warriors” who are less serious but do exercise, and/or 3. enter the medical device field with the Training Mask. Each of these three alternatives has advantages and disadvantages.

**Learning Outcomes**

The outcomes of this case are:

1. Analyze a current situation facing an entrepreneur
2. Evaluate several target markets from which an entrepreneur may choose
3. Recommend a course of action for the decision-maker

**Application**

This case is appropriate for courses in Marketing Principles, Marketing Strategy, the Business Capstone course, and Organizational Communication (used with decision making processes module).

**Key Words**

Brand Community, Strategic Decision-Making, Sports Marketing, Medical Device Marketing, Critical Thinking

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