

decade snow and skate

pacific marketing associates

line skis

franklin resource group

macy's

Decade had two retail locations in Utah, and wanted to expand their reach with an online presence. The outdoor ecommerce marketplace is crowded with big-box stores and large ecommerce retailers like REI and backcountry.com, so Decade needed to carve out a niche by correctly positioning the brand and differentiating themselves from the large field of competitors. Uventus was hired to develop the ecommerce solution.



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