

THE STRATEGIC OPPORTUNITY

Expand What Every Store **Can Sell.** Not What Every Store Must Stock.

Boot Barn has already built the infrastructure to sell beyond its shelves. The opportunity is to extend that advantage through deeper supplier-direct assortment, converting more existing demand without a proportional investment in inventory.

More Selection

Sizes, widths and specialized variants

Less Capital

Supplier-fulfilled merchandise

Scalable Growth

One network across digital and stores

A Modest Lift on Existing Digital Demand Is Worth Tens of Millions

\$35M–\$59M

Incremental digital revenue at a 15%–25% assortment-driven lift

\$9M–\$15M

Gross profit at an assumed 25% supplier-direct margin — before costs to serve

\$7M–\$11M

Inventory capital not required — no owned buy, carry or markdown

Gross Profit Is Not Contribution

Each scenario would be netted against Boot Barn's actual:

- Supplier economics
- Returns
- Platform costs
- Shipping & fulfillment
- Customer service
- Sales substitution

Protecting Merchandise Margin

Exclusive brands — 40.8% of FY2026 sales — have historically earned higher merchandise margins than third-party brands. Supplier-direct extensions would be selected to complement them, not displace them.

To be validated on Boot Barn data: incremental revenue, net contribution and inventory-capital efficiency.

FY2026 net sales \$2.254B × 10.4%
ecommerce share

Digital base ~\$234M

	Conservative	Base	Upside
	5%	15%	25%
Assortment-driven lift			
Incremental revenue	+\$12M	+\$35M	+\$59M
Gross profit at 25%	+\$3M	+\$9M	+\$15M
Inventory capital not required	~\$2M	~\$7M	~\$11M

Illustrative scenarios — not a forecast or expected result. Reported: FY2026 net sales \$2.254B, 10.4% ecommerce share, 40.8% exclusive-brand penetration (Boot Barn FY2026 Form 10-K). Assumed by Logicbroker, not Boot Barn actuals: 5%/15%/25% lift; 25% supplier-direct gross margin; 75% COGS and four annual inventory turns (an illustrative convention, not Boot Barn's turn rate). Lift applied to ecommerce base only; endless-aisle sales excluded.

Six Category Hypotheses to Convert More of Existing Demand

01 · Size & Width Demand

Extended Boot Sizes & Widths

Size, width, toe and safety-toe variants. High-intent searches where an in-stock fit is the sale — online or at the WHIP screen.

Lever: digital conversion · endless aisle

02 · Spec-Driven Search

Workwear Compliance Variants

FR, hi-vis, ASTM and CSA variants. Deeper work assortment behind a strategic category, with clear attributes for search.

Lever: work customer · conversion

03 · Attachment

Hats, Belts & Customization

Profiles, colors, buckles and banding. Natural add-ons to boot and apparel orders, compact to ship from the supplier.

Lever: attachment · order value

04 · Adjacent

Rodeo, Ranch & Event Gear

Bags, protective gear and arena accessories for the existing customer. Vendor readiness to be confirmed first.

Lever: share of wallet

05 · Fit Variants

Denim & Apparel Variants

Waist, inseam, fit, wash and extended sizes. Inefficient to stock in every store, but sellable online and in-store.

Lever: availability · store productivity

06 · Replenishment

Care, Repair & Replacement

Boot care, insoles, laces and hat care. Low-consideration add-ons and repeat purchases that lift order value.

Lever: repeat purchase

Enterprise Payoff

Conversion of existing digital demand

Added sales through WHIP and associates

Availability of hard-to-stock sizes

Attachment and repeat purchases

Productivity across a growing footprint

More Sellable Assortment. Without Proportionately More Operating Complexity.

WHIP, BOPIS and ship-from-store already give Boot Barn a strong omnichannel foundation. Reusable supplier connectivity extends it: one connection pattern per supplier — not a new build each time — keeping catalog, inventory, order and shipment information consistent across every touchpoint.

- 01 Faster path from supplier approval to first sale
- 02 Less repetitive onboarding work for each new supplier
- 03 Better inventory and fulfillment visibility on supplier-shipped orders
- 04 Approved assortment available online and through in-store endless aisle
- 05 Operating effort that grows more slowly than supplier count

Representative Brands to Evaluate

Ariat

Wrangler

Carhartt

Cinch

Justin

Dan Post

Twisted X

Boot Barn's public third-party brand set is the starting hypothesis. Mapped against the supplier master, it would show which suppliers may already be on the Logicbroker network, the onboarding path for the rest, and which could generate revenue first.

Complements Boot Barn's existing omnichannel systems — it does not replace them.

Proven Capabilities Directly Relevant to Boot Barn's Operating Model

FULLBEAUTY Brands

Faster third-party activation

30,000

SKUs added via dropship

80+ vendors live · 5 weeks to launch

A multi-brand fashion retailer scaled supplier-direct assortment quickly, with vendor performance reporting built in.

Relevant to: activating a third-party brand set at pace.

DICK'S Sporting Goods

Scaling a large supplier base

17 days

avg. supplier onboarding

Down from 70+ days · 384 suppliers added 2026 YTD

Phased dropship migration off a legacy platform; failed documents cut from thousands a day to under 50.

Relevant to: adding suppliers at pace without adding operating burden.

Victoria's Secret / Adore Me

Expanding selection on an established site

9,200

SKUs live on VS.com

12-week implementation

Adore Me's full assortment launched on VS.com in a single quarter, rather than through a multi-year internal build.

Relevant to: adding sellable assortment to high-traffic properties.

Three different operating models, one pattern: third-party assortment and suppliers scaled quickly, without rebuilding operating processes. Boot Barn's results would depend on its own suppliers, categories and data.

The Executive Next Step

The Growth Opportunity Is Worth Testing Against Boot Barn's Actual Economics.

A focused opportunity assessment, led by the digital, merchandising and operating leaders you nominate. No implementation commitment — a clear view of what the opportunity is actually worth.

The ask: executive sponsorship and the right leaders in the room.

Step 1 Initial Working Session

- 01 Which incremental assortment opportunities merit evaluation
- 02 How much of the relevant supplier universe may overlap with Logicbroker
- 03 What commercial and operating data is needed to size it
- 04 What a small, measurable first-wave activation could look like

Step 2 Structured Assessment

Validate supplier overlap against the supplier master; model revenue and net contribution on Boot Barn actuals.

Step 3 If Attractive: Limited Cohort

A small supplier cohort with defined success metrics — expansion only where results earn it.