



Ana Cabassa <anacabassa@gmail.com>

Under Armour - Capstone Interview

2 messages

Ana Cabassa <anacabassa@gmail.com>
To: dimitriotto4@gmail.com, dimitiotto4@gmail.com

Fri, May 10, 2019 at 8:50 PM

Dear Dimitrie

My name is Alejandro Azpiazu-Cabassa and I am a fifth grader at Heathcote Elementary School in Scarsdale

I stopped by your store this past Friday as I am working on a research project about Under Armour. I chose Under Armour because I wanted to learn more about Under Armour as I wear its apparel and cleats to play soccer and baseball.

I want to see if I could schedule a 10 minute discussion with you next week to learn more about the Under Armour brand. I would be happy to stop by the White Plains Brand House. Here are some questions I would like to ask you:

- How long have you been working with Under Armor?
- What are the things you like about the company?
- What do you like about the Under Armour brand?
- What products do you carry at the White Plains Brand House?
- "What are the styles that get more attraction?
- Which is the best selling product in you in your store?
- Why do people buy your products over the products of other companies?
- How does the pricing of Under Armour compare with other brands?
- What fabrics does Under Armour used?
 - What is HEATGEAR?
 - What is COLDGEAR
 - What is UA Rush?
- How does Under Armour apparel help athlete performance?

I am really happy to have been able to connect with you. I appreciate in advance all your help.

Kind regards,

Alejandro

Dimitri Otto <dimitriotto4@gmail.com>
To: Ana Cabassa <anacabassa@gmail.com>
Cc: dimitiotto4@gmail.com

Wed, May 22, 2019 at 2:29 PM

Sure, I'd be happy to chat.

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