

Title:

Surfing with the Billabong Brand

Word Count:

464

Summary:

Information about the leading Australian company; Billabong which was founded in 1973 and is t

Keywords:

wallets, accessories, business

Article Body:

Billabong set its roots in Queensland. It was founded in 1973, by Rena and Gordon Merchant. T

In 1981, the company decided to become an aggressive player in the surf apparel market by bran

As the brand gained exposure and popularity the company decided to branch into other sports re

In 1991, once they were satisfied with the quality of their new products, the company began to

In 2000, Billabong international was listed as a publicly traded company on the Australian Sto

In 2005, the company decided to give itself a bigger retail foothold by opening a number of Be

In 2007, Billabong in a long overdue move, decided to acquire Xcel, a premium wet-suit brand b

Popular Culture

Many of today's top surfing stars endorse the Billabong brand name. These endorsements have l

Ranges

Billabong has had a successf
Company

The company is a publicly traded company, yet its founders still maintain a 20% share in it.Wi

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