

Shoe Planet

SHOE LINE FOR PRE-TEENS



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SECTION: A
ROLL NO. 17-006

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ABSTRACT

SHOE PLANET IS A RETAIL STORE THAT OFFERS TRENDY SHOES TO MEN AND WOMEN, THIS BRAND WILL TAP INTO NEW MARKET OF PRE-TEEN TO FULFILL THE GAP AND WILL PROVIDE TRENDY AND FASHION FORWARD SHOES TO KIDS, WHO HAD DIFFICULTY IN FINDING A PAIR OF SHOES THAT IS FIT TO SIZE. FOR THIS RESEARCH, CONVENIENT AND JUDGMENT SAMPLING WILL TO DONE TO CONDUCT INTERVIEWS, FOCUS GROUP AND QUESTIONNAIRE. EXPLORATORY AND DESCRIPTIVE RESEARCH WILL BE CONDUCTED IN ORDER TO BETTER UNDERSTAND THE TARGET MARKET. PRE-TEENS INFLUENCES THEIR PARENTS BUYING DECISIONS BY A GREAT DEAL, THIS MARKET HOLDS GREAT POTENTIAL AND HAS BEEN LONG IGNORED BY THE MARKETERS.

Research Rationale

THE AIM OF THIS PROJECT IS TO INTRODUCE SHOE LINE FOR PRE-TEENS. AS THIS AGE GROUP HAS BEEN NEGLECTED BY THE MARKET, AS THERE AREN'T ANY MAJOR PLAYERS AND HOLDS GREAT POTENTIAL. IN PAKISTAN THESE SHOE SIZES ARE HARD TO FIND EVEN IF FOUND THEY ARE NOT FASHION UPDATED. THE AIM IS TO PROVIDE FASHION-FORWARD, TRENDY AND HIP SHOES FOR PRE-TEENS. IN BROADER SENSE CURRENTLY THIS MARKET IS BEING CATERED BY THE LOCAL MARKET WHO MAKE LOW QUALITY, LESS FASHION FORWARD SHOES FOR CHEAP PRICE.

SHOE PLANET WILL PROVIDE UPPER MIDDLE CLASS WITH FASHION FORWARD AND TRENDY SHOES, WHICH WILL INCREASE CONSUMER BASE AND LOYALTY. THIS WILL ALSO HELP SHOE PLANET IN FUTURE TO WIDEN ITS TARGET MARKET FURTHER THROUGH LINE EXTENSION. MOREOVER, MAKING SHOES WITHIN PAKISTAN WILL HELP THE ECONOMY, THERE CAN BE A POSSIBILITY FOR PEOPLE TO OPT FOR LOCAL MARKET INSTEAD OF INTERNATIONAL. IN PAKISTAN ABOUT 31.36% POPULATION LIES BETWEEN AGE 0-14, GIVING A WIDE TARGET MARKET FOR SHOE PLANET TO CATER.

Objectives and Methodologies

TO CHECK THE FEASIBILITY OF THIS PROJECT

SECONDARY RESEARCH

SWOT ANALYSIS TO FIND OUT POTENTIAL THREATS AND OPPORTUNITIES AND CONDUCT INTERVIEWS & FOCUS GROUP TO IDENTIFY MARKET GAP.

INTERVIEW, SURVEY & FOCUS GROUP

THROUGH THESE APPROACHES, CONSUMERS STYLE PREFERENCES & NEEDS WILL BE IDENTIFIED

TO STUDY TARGET MARKET AND ITS NEEDS

TO CONDUCT COMPARATIVE & DIRECTIONAL RESEARCH

PRIMARY & SECONDARY RESEARCH

THROUGH OBSERVATIONS AND INTERVIEWS WITH OTHER BRANDS AND LOOKING AT ONLINE REVIEWS.

SECONDARY RESEARCH

THROUGH ONLINE OBSERVATION, VENDORS WILL BE SELECTED ON BASIS CUSTOMER REVIEWS AND COST EFFECTIVENESS

TO CONDUCT VENDOR RESEARCH

Company profile

SHOE PLANET IS A CHAIN OF RETAIL STORES WHICH OFFERS CONTEMPORARY FOOTWEAR AND ACCESSORIES FOR MEN AND WOMEN. SHOE PLANET IS OWNED BY SERVICE SALES CORPORATION (PVT.) LTD, WHICH IS PAKISTAN'S LEADING RETAILER. THIS COMPANY OPERATE LINES IN SERVIS, SHOE PLANET & CALZA. THIS BRAND IS CURRENTLY OPERATING IN 14 CITIES AND STILL EXPANDING. IN TERM OF PRODUCT QUALITY AND DESIGN INNOVATION, SHOE PLANET IS ON PAR WITH TOP INTERNATIONAL BRANDS. SHOE PLANET OFFERS STATE-OF-THE-ART AND EXPERIMENTAL PRODUCT RANGE. THE BRAND IS ALL ABOUT SETTING NEW TRENDS IN THE MARKET. IT IS FASHIONABLE, CURRENT AND SPEAKS OF BRILLIANCE. SHOE PLANET PROVIDES A DESTINATION TO ALL THE PEOPLE WHO ARE INFLUENCED BY MODERN AND PREVAILING TRENDS. NEW LOOKS ARE DELIVERED EVERY 3 WEEKS TO BRING IN LATEST TRENDS IN THE MARKET. SHOE PLANET IS CURRENTLY OFFERING STYLES UNDER THREE MAIN LABELS:

- . REEVA
- . REGALE
- . MARC KESSLER



Consumer profile

THE IDEAL CONSUMER OF THE PROPOSED LINES WOULD BE PRE-TEENS GIRLS AND BOYS, WHO BELONG TO GENERATION Z. THESE KIDS HAVE A BIG SAY IN BUYING DECISION OF THEIR PARENTS. THEIR MAJOR INFLUENCE ARE THEIR FRIENDS, WHEN IT COMES TO FASHION PRODUCTS. THESE KIDS BELONG TO MIDDLE AND UPPER MIDDLE CLASS. BORN IN THIS GENERATION, THEY ARE WELL ACCUSTOMED WITH TECHNOLOGY AND PLAY GAMES ON IPAD AND XBOX. FOR ENTERTAINMENT THEY WATCH NETFLIX AND READ VARIOUS KID'S MAGAZINES SUCH AS YOUNG AND SMASH WHICH GIVE THEM LATEST UPDATES ABOUT THE LATEST TRENDS IN FASHION. THE CUSTOMERS ARE MOTHERS, WHO ARE MOSTLY HOUSEWIFE, WHILE SOME DO WORK. THEY ARE ACTIVE USERS OF SOCIAL MEDIA, THROUGH WHICH THEY ARE UPDATED WITH LATEST FASHION TRENDS. THESE MOTHERS ARE SOCIAL, SO THEY ARE WELL GROOMED. THEY ALSO READ FASHION MAGAZINES AND WATCH MORNING SHOWS REGULARLY.



Comparative Research

HAPPY TOES IS A NEW BRAND THAT HAS ONLY TWO STORES IN PAKISTAN I.E IN ISLAMABAD AT CENTAURUS MALL AND IN LAHORE AT EMPORIUM MALL. HAPPY TOE PROVIDES FASHION SHOES TO BOY, GIRLS, INFANTS AND WOMEN. THEY MOSTLY IMPORT THEIR PRODUCTS FROM VARIOUS COUNTRIES. THEY MOSTLY PROMOTE THEIR BRAND THROUGH SOCIAL MEDIA THROUGH FACEBOOK AND INSTAGRAM. THEY ALSO RELY ON IN STORES PROMOTION.

BATA MANUFACTURES HIGH QUALITY FOOTWEAR FOR ALL THE SOCIOECONOMIC SEGMENTS OF THE SOCIETY KEEPING IN MIND THE CHANGING FASHIONS AND TRENDS. BATA HAS OVER 430 STORES ALL OVER PAKISTAN. BATA PROVIDES FULL ASSORTMENT OF SHOES RANGING FROM NEWBORN TO ADULTS IN ALL CATEGORIES. BATA PROMOTES ITS BRAND THROUGH VARIOUS MEDIUM. MAJOR FOCUS BEING SOCIAL MEDIA SUCH AS FACEBOOK AND INSTAGRAM. OTHER THAN THAT BATA ALSO RELIES LARGELY ON INSTORE PROMOTIONS, BILLBOARDS AND TV ADVERTISEMENTS.

STYLO IS ONE OF THE MOST RECOGNIZED NAMES IN PAKISTANI FOOTWEAR INDUSTRY. STYLO HAS AROUND 140 OUTLETS. STYLO PROVIDES TRENDY SHOES FOR WOMEN AND KIDS ALONG WITH ACCESSORIES SUCH AS BAGS AND JEWELRY. STYLO HAS SLOWLY TURNED ITSELF INTO A LIFESTYLE BRAND AND ALSO OFFERS PERT FOR WOMEN. MAIN MODE OF PROMOTION FOR STYLO IS THROUGH SOCIAL MEDIA OTHER WAY OF PROMOTION THEY DO INCLUDES SMS, INSTORE PROMOTIONS AND STREAMERS.

HAPPY TOES

Bata

stylo



Directional Research

STEVE MADDEN IS AN AMERICAN SHOE BRAND, WHICH HAS BEEN SUCCESSFULLY MAKING TRENDY AND FASHION FORWARD SHOES FOR KIDS AND ADULTS. THE VISION OF THIS BRAND IS TO PROVIDE ON-TREND WOMEN AND MEN SHOES TO EXPRESS THEIR INDIVIDUALITY THAT IS INNOVATIVE, DARING, AND INSPIRING. STEVE MADDEN BRAND IS TURNING ITSELF INTO A TRUE LIFESTYLE AND DESTINATION FOR FOOTWEAR, HANDBAGS AND ACCESSORIES, WHICH IS SOLD IN OVER 80 COUNTRIES WORLDWIDE.

ZARA IS A SPANISH APPAREL RETAILER BRAND. THE COMPANY SPECIALIZES IN FAST FASHION, AND PRODUCTS INCLUDE CLOTHING, ACCESSORIES, SHOES, SWIMWEAR, BEAUTY, AND PERFUMES. ITS PRODUCTS ARE BASED ON CONSUMER TRENDS. ITS HIGHLY RESPONSIVE SUPPLY CHAIN SHIPS NEW PRODUCTS TO STORES TWICE A WEEK. FOR KIDS, THEY PROVIDE COMFORTABLE SHOES WITH FUN PRINTS. ZARA HAS ITS OUTLETS PRESENT ALL OVER THE WORLD.

KEDS IS AN AMERICAN BRAND CREATED IN 1916. SINCE THEN IT HAS BEEN MANUFACTURING SHOES THAT ARE CLASSIC, STYLISH AND DURABLE, AND THEY'VE BEEN KEEPING THAT COMMITMENT MAKING OF TOP-QUALITY SHOES AND SNEAKERS. THERE ARE A LOT OF DIFFERENT STYLES AND COLORS FOR BOYS AND GIRLS. THE INSOLES ARE SOFT AND COMFY WHILE THE OUTER SOLES ARE STURDY AND LONG-LASTING.

STEVE MADDEN



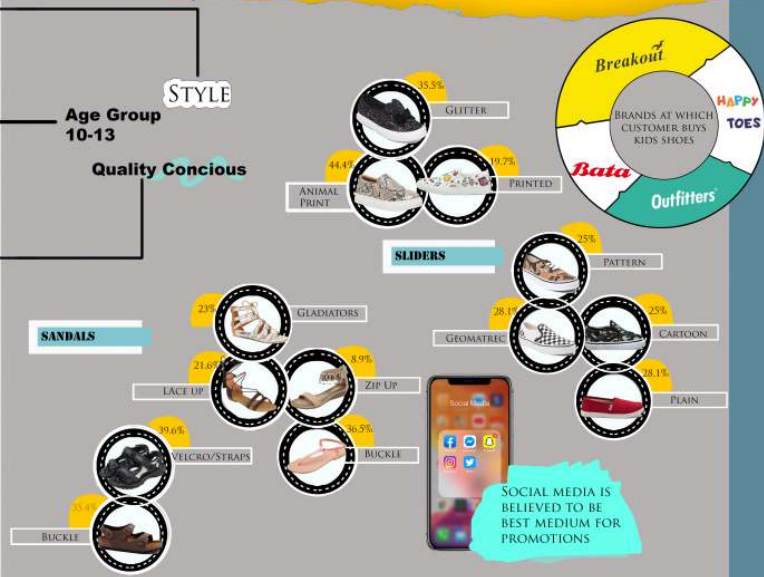
ZARA



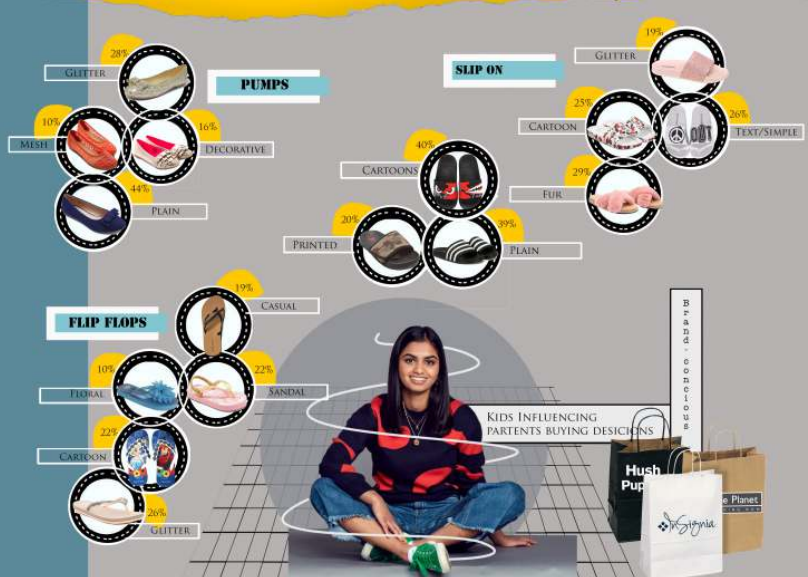
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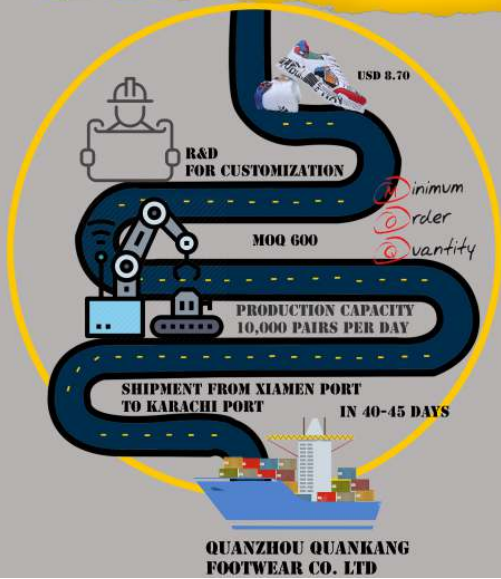
Consumer Research



Consumer Research



Vendor Research



Trend Research

Retro

SLIDERS

COOKIE MONSTERS ONLY

COLOUR PREFERENCES

SPORTS INSPIRED

LEATHER

LOAFERS

VINTAGE

CONTRAST

CONTRAST

<https://noticerote.com/en/footwear/the-component-association-presents-the-trends-for-spring-summer-2021>

<https://modiglianotextil.net/en/footwear/aec-presents-trends-autumn-winter-2020-2021>