



ADVERTISING  
MNGT.



SRI GURU HARI SINGH COLLEGE

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SUB. TO	-	MS SIKHIL MAM



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# INTRODUCTION

A consumer product required by us on a regular basis. In this project, we have designed the marketing strategy of SHOES (Footwear). Marketing is a management process through which goods/services move from concept to consumer. It pushes the company to become consumer oriented as well as Market duties through marketing. It becomes possible to formulate strategies and define them in a Marketing Mix and related action plans. Evaluating of result and further improvement.

The design of shoes has varied enormously through the time and culture to culture. It varies widely in style, complexity and cost. Typically made of leather, having a sturdy sole.



PRODUCT  
NAME

FOOT  
Firm



LOGO



FOOT  
Fin



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TAGLINE

a

step

in

heaven



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# FOOT Fin

Company's brand has been named as "FOOT Fin" as our company is targetting the masses of all income levels and wants our shoes to not just be used by the urban crowd but also the rural crowd and people with comparatively less income as India is a population with 70% people situated in the rural areas with the production being on large scale the cost will also come down.

As the company started the production takes place in a small scale. Our motive is to make our company's shoes popular to the masses at an affordable rate with the best quality possible.



# Features of My Product

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## (1) Adjustable :-

There should be an adjustable strap such as laces or velcro which allows for adjustment depending on individual's needs.

## (2) Stable :-

The shoe's heel support / heel cup should be soft and stable, preventing vertical or horizontal heel movement.

## (3) Max 2.5cm (1 inch) heel :-

The shoe's heel must not exceed 2.5cm in height. Otherwise the heel and ankle become more unstable and thus prone to sprains and forefoot pain.

## (4) Roomy enough :-

There should be sufficient room (both width and depth) at the front of the shoe for your toes. During normal walking your foot both spreads out and engthens up to one centimeter in each direction. Therefore, you should choose this product if it contains all th roomy space.

All the features of a good quality shoes contains in my product.



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# REASON FOR SELECTING THIS PRODUCT

I have selected this product because shoes is an item of footwear intended to protect and comfort the human foot while doing various activities. Shoes are also used as an item of decoration. The design of shoes decoration has varied enormously through time and from culture to culture, with appearance originally being tied to function. Contemporary footwear varies widely in style, complexity and cost. Basic sandals may consist of only a thin sole and simple strap but high fashion shoes may be made of very expensive materials in complex construction and sell for thousands of dollars a pair.

Shoes are huge in now a days as it is very comfortable & durable are prepared by many people.





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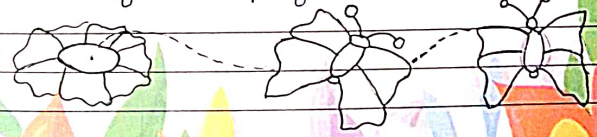
# NIKE

This  
is

# 4

## Competitive Brand

the best sport shoes in the world holds number one rank because of its design and quality. Nike, originally called Blue Ribbon Sports (BRS) founded in 1964, is the world's athletes, Nike is known for its products, experience, and top sports and apparels. Nike is a Fortune 500 company based in Portland, Oregon. It is the top sports business and also the biggest sports brand with a turnover of around \$29 billion. Nike offers multiple types of shoes in different colour and size and hence you can choose the right model according to your preference within budget. For a casual look, they have canvas shoes which are teamed up with a white and blue denim for perfect look and feel.

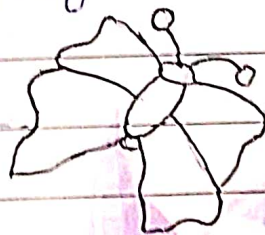
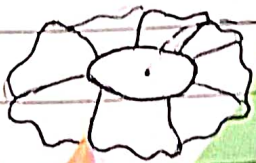




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# NIKE

This is the best sport shoes in the world. It holds number one rank because of best designs and quality. Nike, originally known as blue Ribbon Sports (BRS) founded in 1964. Inspiring the world's athletes, Nike delivers innovative sports products, experience, and service. Nike is a top sports accessories specially shoes and apparels. It is an American multinational Fortune 500 super companies based at Portland, Oregon. It is one of the top sports business brand with and also the biggest sports equipment Brand with a turnover of around \$29 billion. They have multiple types of design colour and size and hence choose the right model according to your preference within budget. For a casual look, they have canvas shoes which are teamed up with a shirt and blue denim for perfect look and feel.

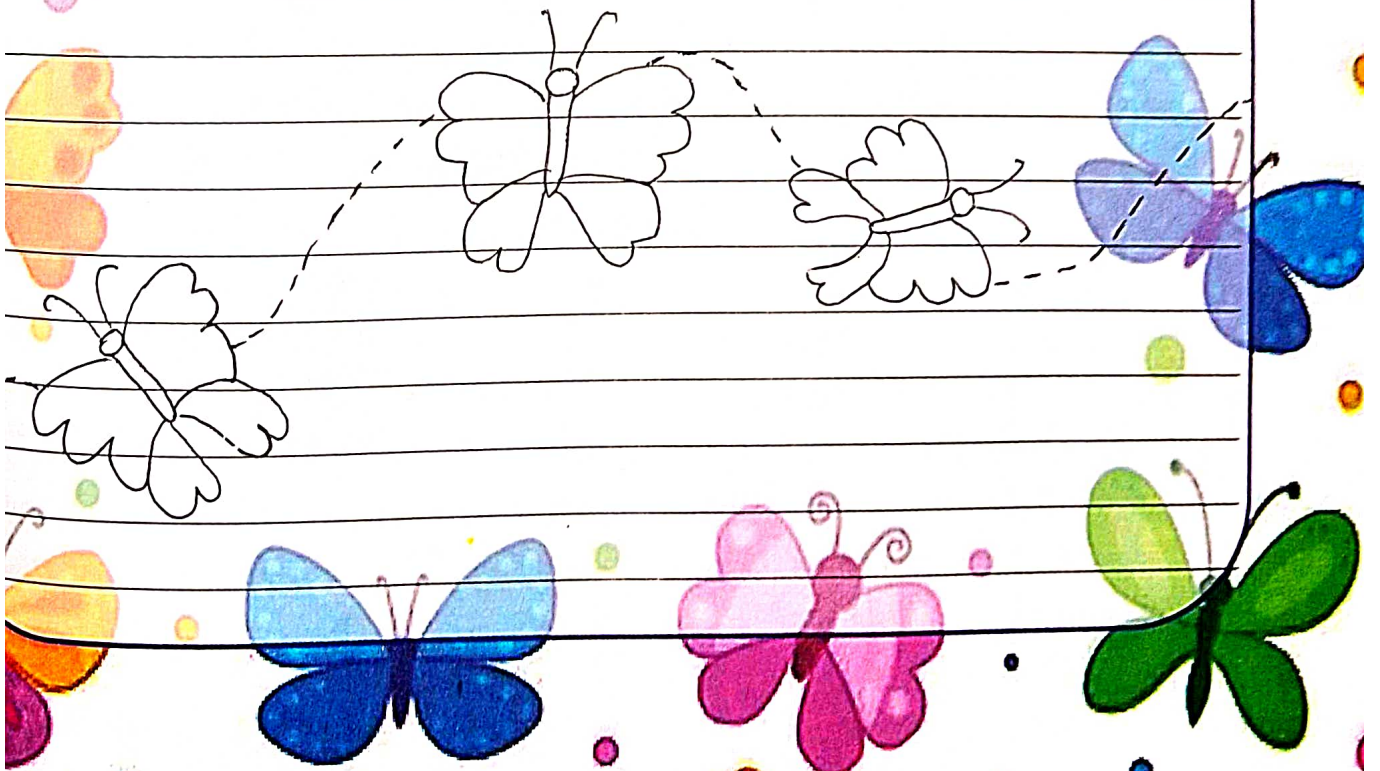
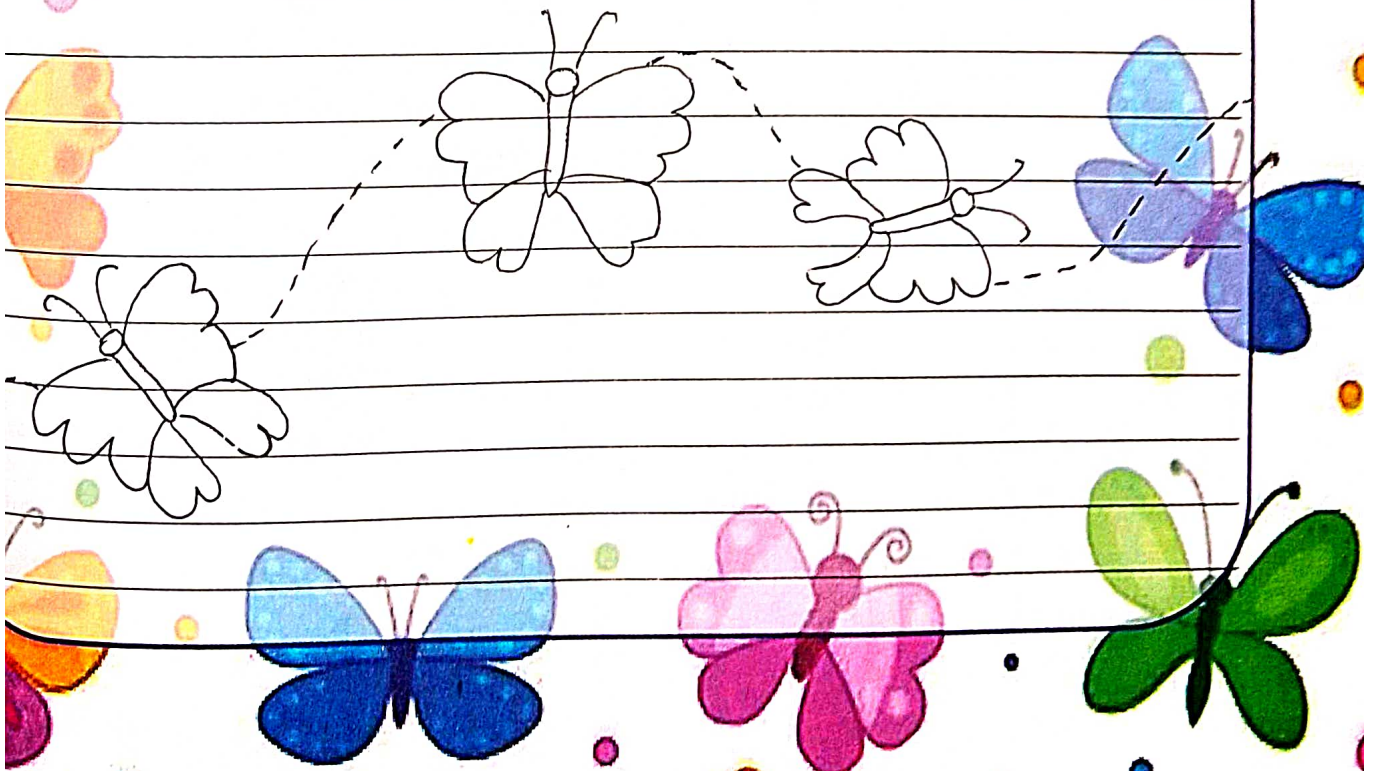




# ADIDAS

Adidas is a popular for its unique design and quality in sports clothing, accessories and shoe range. They offers comfortable sneakers and sports shoes for men and women, ideal for running, tracking, adventures and outdoors activities.

This German multinational company was founded by Dassier brothers - Adi and Rudolph. It is the the second largest sports wear company in the world with the annual turnover of around \$ 23 billion.





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# CLARKS

Clarks brand is a British based shoes manufacturing & founded in year 1825 by two brothers named as James and Cyrus clarks. It's head quarter is located in Stroud, Somerset England. They have established more than 1000 stores all over the world. They are mainly known for its Desert boot made up of calf suede leather. If you are looking for something which is extremely comfortable and to be daily used than clark's footwear is the one you should go for. They sell more than 50 million pairs every year and manufactures variety of shoes like brogue, loafers, sneakers, sandals, slip-on and heated shoes for women as well.



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# PUMA

Puma is globally famous shoes and apparel brand which was launched in 2005 and sell its merchandise through online stores as well as retail outlets in India. It's among the top five sports shoes apparel brand.

Puma shoes comfortable, durable and pair them with Puma polo-t-shirt and blue jeans to get the cool and smart look. Puma's running shoes are most popular and are high on style and functionality. Their best selling sports shoes are evo power football shoes and evospeed cricket shoes.

