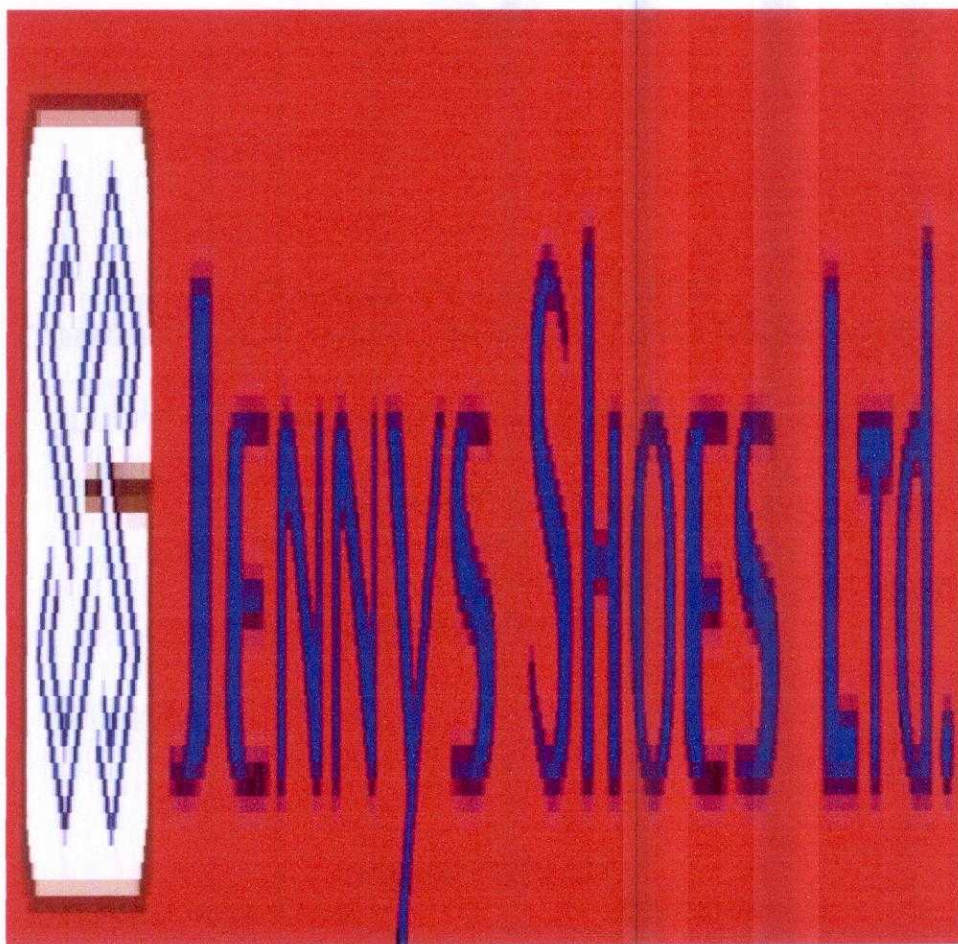


Basic Marketing Research





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SUBMITTED TO-
DR. MOHAMAD TAREQ AZIZ
ASSISTANT PROFESSOR
BRAC BUSINESS SCHOOL

SUBMITTED BY-	
SUKLA DAS	09204015
SHEIKH RAIHAN	09204124

1. Introduction

A. INTRODUCTION

With the passage of time we the student of basic marketing research (MKT-426) are standing on the other entity of our course completion, hence are finalized with our research report naming as “Research Report on Jenneys Shoe Ltd. Bangladesh”. Vividly enough, our research comprises adequate endeavors. But no doubt, our contribution will be best evaluated on your sharp scale of acceptance & analytical remarks.

We have found the study very informative, interesting and knowledgeable which will prove to be beneficial in future. We all group members tried our level best to prepare an effective term paper.

We thank our dear sir, Dr. Mohamad Tareq Aziz (Assistant Professor), BRAC Business School, BRAC University, for the scope he has given us to explore our own ideas and conducting footwear company “Jenneys Shoe Ltd. Bangladesh” in the light of marketing research. The guidance he has been providing us throughout the semester has been enlightening and very helpful.

We also show our gratitude for your support and patience for us and also we value the opportunity provided by you through assigning us to work in this research report.

Last but certainly not least, we thank each other in the group because all of us came together as one in helping each other out in times of stress and beyond.

Consequently, we are submitting our term paper on your very concern. Hopefully, you will discover our well-researched, informative approach as a hallmark of teamwork. Rather, in case of any further clarification or elaboration as to our research, we would welcome the opportunity to consult with you to explore how our findings could best meet your needs.

B. BACKGROUND OF THE STUDY

Footwear consists of garments worn on the feet, for fashion, protection against the environment, and adornment. Being barefoot is commonly associated with poverty, but some cultures chose not to wear footwear at least in some situations.

Durable shoes are a relatively recent invention, though many ancient civilizations wore ornamental footwear. Many ancient civilizations saw no need for footwear. The Romans saw clothing and footwear as signs of power and status in society, and most Romans wore footwear, while slaves and peasants remained barefoot. The Middle Ages saw the rise of high-heeled shoes, also associated with power, and the desire to look larger than life, and artwork often depicted someone barefoot as a symbol of poverty. Bare feet are also seen as a sign of humility and respect, and adherents of many religions worship or mourn barefoot, or remove their shoes as a sign of respect towards someone of higher standing.

In some cultures, it is customary for people to remove their shoes before entering a home, and some religious communities require shoes to be removed before entering a building which they regard as holy, such as a temple.

The oldest confirmed footwear was discovered in Fort Rock Cave in the U.S. state of Oregon; radiocarbon dating of these sandals woven from sagebrush bark indicates an age of least 10,000 years. However footprints of what looks like ancient sandals have been carbon dated to around the time 500,000 BC.

Many people in ancient times, such as the Egyptians, Hindu and Greeks, saw little need for footwear, and most of the time were barefoot. The Egyptians and Hindus at times wore ornamental footwear, such as a sole less sandal known as a "Cleopatra", which did not provide any practical protection for the feet. The ancient Greeks largely viewed footwear as self-indulgent, unaesthetic and unnecessary. Shoes were primarily worn in the theatre, as a means of increasing stature, and many preferred to go barefoot. Athletes in the Ancient Olympic Games participated barefoot — and naked. Even the Gods and heroes were primarily depicted barefoot, and the hoplite warriors fought battles in bare feet and Alexander the Great conquered half of the ancient world with barefoot armies.



The Romans, who eventually conquered the Greeks, and adopted many aspects of their culture, did not adopt the Greek perception of footwear and clothing. Roman clothing was seen as a sign of power, and footwear was seen as a necessity of living in a civilized world, although the slaves and paupers usually went barefoot. There are many references to shoes being worn in the Bible. During weddings of this period, a father would give his son-in-law a pair of shoes, to symbolize the transfer of authority.

During the Middle Ages, both men and women wore pattens, commonly seen as the predecessor of the modern high-heeled shoe, while the poor and lower classes in Europe, as well as slaves in the New World, were barefoot. In the 15th century, chopines were created in Turkey, and were usually 7-8 inches (17.7-20.3 cm) high. These shoes became popular in Venice and throughout Europe, as a status symbol revealing wealth and social standing.

During the 16th century, royalty started wearing high-heeled shoes to make them look taller or larger than life, such as Catherine de Medici or Mary I of England. By 1580, men also wore them, and a person with authority or wealth was often referred to as, "well-heeled". In modern society, high-heeled shoes are a part of women's fashion, perhaps more as a sexual prop.

Narration of shoe invention

A shoe 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 has varied enormously through time and from culture to culture, with appearance originally being tied to function. Additionally fashion has often dictated many design elements, such as whether shoes have very high heels or flat ones. Contemporary footwear varies widely in style, complexity and cost. Basic sandals may consist of only a thin sole and simple strap. High fashion shoes may be made of very expensive materials in complex construction and sell for thousands of dollars a pair. Other shoes are for very specific purposes, such as boots specially designed for mountaineering or skiing.

Shoes have traditionally been made from leather, wood or canvas, but are increasingly made from rubber, plastics, and other petrochemical-derived materials.

The foot contains more bones than any other single part of the body. Though it has evolved over hundreds of thousands of years in relation to vastly varied terrain and climate conditions, the foot is still vulnerable to environmental hazards such as sharp rocks and hot ground, against which shoes can protect.

➤ History

The earliest known shoes are sandals dating from approximately 7,000 or 8,000 B.C., found in the Fort Rock Cave in the US state of Oregon. In 1938, The world's oldest leather shoe, made from a single piece of cowhide laced with a leather cord along seams at the front and back, was found in a cave in Armenia in 2008 and is believed to date to 3,500 B.C. Ötzi the Iceman's shoes, dating to 3,300 BC, featured brown bearskin bases, deerskin side panels, and a bark-string net, which pulled tight around the foot. However, it is estimated that shoes may have been used long before this, but it is difficult to find evidence of the earliest footwear due to the highly perishable nature of early shoes. By studying the bones of the smaller toes (as opposed to the big toe), it was observed that their thickness decreased approximately 40,000 to 26,000 years ago. This led archaeologists to deduce that wearing shoes resulted in less bone growth, resulting in shorter, thinner toes.^[5] These earliest designs were very simple in design, often mere "foot bags" of leather to protect the feet from rocks, debris, and cold. They were more commonly found in colder climates.

Many early natives in North America wore a similar type of footwear known as the moccasin. These are tight-fitting, soft-soled shoes typically made out of leather or bison hides. Many moccasins were also decorated with various beads and other adornments. Moccasins were not designed to get wet, and in wet weather and warm summer months, most Native Americans went barefoot.

As civilizations began to develop, thong sandals (the precursors of the modern flip-flop) were worn. This practice dates back to pictures of them in ancient Egyptian murals from 4,000 B.C. One pair found in Europe was made of papyrus leaves and dated to be approximately 1,500 years old. They were also worn in Jerusalem during the time of Jesus Christ. Thong sandals were worn by many civilizations and made from a wide variety of materials. Ancient Egyptian sandals were made from papyrus and palm leaves. The Masai of Africa made them out of rawhide. In India, they were made from wood. In China and Japan, rice straw was used. The leaves of the sisal plant were used to make twine for sandals in South America, while the natives of Mexico used the Yucca plant.

While thong sandals were commonly worn in ancient times, the modern flip-flop was not developed until the 20th century.



being barefoot. The Egyptians and Hindus made some use of ornamental footwear, such as a soleless sandal known as a "Cleopatra", which did not provide any practical protection for the foot. The ancient Greeks largely viewed footwear as self-indulgent, unaesthetic and unnecessary. Shoes were primarily worn in the theater, as a means of increasing stature, and many preferred to go barefoot. Athletes in the Ancient Olympic Games participated barefoot – and naked. Even the gods and heroes were primarily depicted barefoot, and the hoplite warriors fought battles in bare feet and Alexander the Great conquered his vast empire with barefoot armies. The runners of Ancient Greece are also believed to have run barefoot. Pheidippides, the first marathoner, ran from Athens to Sparta in less than 36 hours. After the Battle of Marathon, he ran straight from the battlefield to Athens to inform the Athenians of the news.

The Romans, who eventually conquered the Greeks, and adopted many aspects of their culture, did not adopt the Greek perception of footwear and clothing. Roman clothing was seen as a sign of power, and footwear was seen as a necessity of living in a civilized world, although the slaves and paupers usually went barefoot. There are many references to shoes being worn in the Bible. During weddings of this period, a father would give his son-in-law a pair of shoes, to symbolize the transfer of authority. Slaves were also commonly barefoot, and shoes were considered badges of freedom since biblical times:

“ But the father said to his servants, Bring forth the best robe, and put [it] on him; and put a ring on his hand, and shoes on [his] feet (Luke 15:22). ”

A common casual shoe in the Pyrenees during the Middle Ages are espadrilles. These are sandals with braided jute soles and a fabric upper portion, and often includes fabric laces that tie around the ankle. The term is French and comes from the esparto grass. The shoes originate in the Catalonian region of Spain as early as the 13th century, and were commonly worn by peasants in the 16th century.

shoe, known as the "polaine", which often was supported by a whalebone tied to the knee to prevent the point getting in the way while walking. Also during the 15th century, chopines were created in Turkey, and were usually 7-8 inches (17.7-20.3 cm) high. These shoes became popular in Venice and throughout Europe, as a status symbol revealing wealth and social standing. During the 16th century, royalty started wearing high-heeled shoes to make them look taller or larger than life, such as Catherine de Medici or Mary I of England. By 1580, even men wore them, and a person with authority or wealth was often referred to as, "well-heeled".

Many medieval shoes were made using the turnshoe method of construction, in which the upper was turned flesh side out, and was lasted onto the sole and joined to the edge by a seam. The shoe was then turned inside-out so that the grain was outside. Some shoes were developed with toggled flaps or drawstrings to tighten the leather around the foot for a better fit. The turnshoe method was replaced by the welted method around 1500.

Eventually the modern shoe, with a sewn-on sole, was devised. Since the 17th century, most leather shoes have used a sewn-on sole. This remains the standard for finer-quality dress shoes today. Until around 1800, shoes were made without differentiation for the left or right foot. Such shoes are now referred to as "straights". Only gradually did the modern foot-specific shoe become standard.

Since the mid-20th Century, advances in rubber, plastics, synthetic cloth, and industrial adhesives have allowed manufacturers to create shoes that stray considerably from traditional crafting techniques. Leather, which had been the primary material in earlier styles, has remained standard in expensive dress shoes, but athletic shoes often have little or no real leather. Soles, which were once laboriously hand-stitched on, are now more often machine stitched or simply glued on. Many of these newer materials, such as rubber and plastics, have made shoes less biodegradable. It is estimated that most mass-produced shoes require 1000 years to degrade in a landfill. In the late 2000s, some shoemakers picked up on the issue and began to produce shoes made entirely from degradable materials, such as the Nike Considered.



In 2007, the global shoe industry had an overall market of \$107.4 billion, in terms of revenue, and is expected to grow to \$122.9 billion by the end of 2012. Shoe manufacturers in the People's Republic of China account for 63% of production, 40.5% of global exports and 55% of industry revenue. However, many manufacturers in Europe dominate the higher-priced, higher value-added end of the market.

➤ Culture and folklore of shoe

As an integral part of human culture and civilization, shoes have found their way into our culture, folklore, and art. A popular 18th century nursery rhyme is *There was an Old Woman Who Lived in a Shoe*. This story tells about an old woman living in a shoe with a lot of children. In 1948, Mahlon Haines, a shoe salesman in Hallam, Pennsylvania, built an actual house shaped like a work boot as a form of advertisement. The Haines Shoe House was rented to newlyweds and the elderly until his death in 1962. Since then, it has served as an ice cream parlor, a bed and breakfast, and a museum. It still stands today and is a popular roadside attraction.

Shoes also play an important role in the fairy tales *Cinderella* and *The Red Shoes*. In the children's book and movie, *The Wonderful Wizard of Oz*, a pair of red ruby slippers play a key role in the plot. The 1985 comedy *The Man with One Red Shoe* features an eccentric man wearing one normal business shoe and one red shoe that becomes central to the plot.

Athletic sneaker collection has also existed as a part of urban subculture in the United States for several decades. Recent decades have seen this trend spread to European nations such as the Czech Republic. A Sneakerhead is a person who owns multiple pairs of shoes as a form of collection and fashion. A contributor to the growth of sneaker collecting is the continued worldwide popularity of the Air Jordan line of sneakers designed by Nike for Basketball star Michael Jordan.

In the Holy Bible's Old Testament, the shoe is used to symbolize something that is worthless or of little value. In the New Testament, the act of removing one's shoes symbolizes servitude. The Semites regarded the act of removing their shoes as a mark of reverence when approaching a sacred person or place. In the Book of Exodus, Moses was instructed to remove his shoes before approaching the burning bush:

“ Put off thy shoes from off thy feet, for the place whereon thou standest [is] holy ground (Exodus 3:5). ”

The removal of the shoe also symbolizes the act of giving up a legal right. In Hebrew custom, the widow removed the shoe of her late husband's brother to symbolize that he had abandoned his duty. In Arab custom, the removal of one's shoe also symbolized the dissolution of marriage.

In Arab culture, showing the sole of your shoe is considered an insult, and to throw your shoe and hit someone with it, is considered an even greater insult. This is because the shoe is considered dirty because it touches the ground and is associated with the lowest part of the body — the foot. As such, shoes are forbidden in mosques, and it is also considered rude to cross your legs and display your soles to someone when talking to them. This insult was demonstrated in Iraq, first when Saddam Hussein's statue was toppled in 2003, Iraqis gathered around it and struck the statue with their shoes. Secondly, in 2008, United States President George W. Bush had a shoe thrown at him by a journalism as a statement against the war that was brought to Iraq and the lives that it has cost.

Empty shoes may also symbolize death. In Greek culture, empty shoes are the equivalent of the American funeral wreath. For example, empty shoes placed outside of a Greek home would tell others that the family's son has died in battle. At an observation memorializing the 10th anniversary of the September 11 attacks, 3,000 pairs of empty shoes were used to recognize those killed.

➤ Parts

The parts of a shoe are pretty common, regardless of the specific style of footwear. All shoes have a sole, which is the bottom of a shoe, which is in contact with the ground. Soles can be made from a variety of materials, although most modern shoes have soles made from natural rubber, polyurethane, or polyvinyl chloride (PVC) compounds. Soles can be simple — a single material in a single layer — or they can be complex, with multiple structures or layers and materials. When various layers are used, soles may consist of an insole, midsole, and an outsole.

The insole is the interior bottom of a shoe, which sits directly beneath the foot under the footbed (also known as sock liner). The purpose of insole is to attach to the lasting margin of the upper, which is wrapped around the last during the closing of the shoe during the lasting operation. Insoles are usually made of cellulosic paper board or synthetic non woven insole board. Many shoes have removable and replaceable footbeds. Extra cushioning is often added for comfort (to control the shape, moisture, or smell of the shoe) or health reasons (to help deal with defects in the natural shape of the foot or positioning of the foot during standing or walking).

The outsole is the layer in direct contact with the ground. Dress shoes often have leather or resin rubber outsoles; casual or work-oriented shoes have outsoles made of natural rubber or a synthetic material like Polyurethane. The outsole may comprise a single piece, or may be an assembly of separate pieces of different materials. Often the heel of the sole has a rubber plate for durability and traction, while the front is leather for style. Specialized shoes will often have modifications on this design: athletic or so called cleated shoes like soccer, rugby, baseball and golf shoes have spikes embedded in the outsole to grip the ground.

The layer in between the outsole and the insole that is typically there for shock absorption. Some types of shoes, like running shoes, have another material for shock absorption, usually beneath the heel of the foot, where one puts the most pressure down. Different companies use different materials for the midsoles of their shoes. Some shoes may not have a midsole at all.

The bottom rear part of a shoe is the heel. Its function is to support the heel of the foot. They are often made of the same material as the sole of the shoe. This part can be high for fashion or to make the person look taller, or flat for a more practical and comfortable use.

Every shoe has an upper part that helps hold the shoe onto the foot. In the simplest cases, such as sandals or flip-flops, this may be nothing more than a few straps for holding the sole in place. Closed footwear, such as boots, trainers and most men's shoes, will have a more complex upper. This part is often decorated or is made in a certain style to look attractive. The upper is connected to the sole by a strip of leather, rubber, or plastic that is stitched between it and the sole, known as a welt.

The part of the shoe closest to a person's center of symmetry is known as the *medial*, and the opposite, away from their center of symmetry, is known as the *lateral*. This can be in reference to either the outsole or the vamp. Most shoes have shoelaces on the upper, connecting the medial and lateral parts after one puts their shoes on and aiding in keeping their shoes on their feet. In 1968, Puma SE introduced the first pair of sneakers with Velcro straps in lieu of shoelaces, and these became popular by the 1980s, especially among children and the elderly.

➤ Types

There are a wide variety of different types of shoes. Most types of shoes are designed for specific activities. For example, boots are typically designed for work or heavy outdoor use. Athletic shoes are designed for particular sports such as running, walking, or other sports. Some shoes are designed to be worn at more formal occasions, and others are designed for casual wear. There are also a wide variety of shoes designed for different types of dancing. Orthopedic shoes are special types of footwear designed for individuals with particular foot problems or special needs. Other animals, such as dogs and horses, may also wear special shoes to protect their feet as well.

Depending on the activity for which they are designed, some types of footwear may fit into multiple categories. For example, Cowboy boots are considered boots, but may also be worn in more formal occasions and used as dress shoes. Hiking boots incorporate many of the protective features of boots, but also provide the extra flexibility and comfort of many athletic shoes. Flip-flops are considered casual footwear, but have also been worn in formal occasions, such as visits to the White House.

➤ **Athletic**

Athletic shoes are specifically designed to be worn for participating in various sports. Since friction between the foot and the ground is an important force in most sports, modern athletic shoes are designed to maximize this force, and materials, such as rubber, are used. Although, for some activities such as dancing or bowling, sliding is desirable, so shoes designed for these activities often have lower coefficients of friction. The earliest athletic shoes date back to the mid 19th century were track spikes — leather shoes with metal cleats on the soles to provide increased friction during running. They were developed by J.W. Foster & Sons, which later become known as Reebok. By the end of the 19th century, Spalding also manufactured these shoes as well. Adidas started selling shoes with track spikes in them for running and soccer in 1925. Spikes were eventually added to shoes for baseball and American football in the 20th century. Golfers also use shoes with small metal spikes on their soles to prevent slipping during their swing.

The earliest rubber-soled athletic shoes date back to 1876 in the United Kingdom, when the New Liverpool Rubber Company made plimsolls, or sandshoes, designed for the sport of croquet. Similar rubber-soled shoes were made in 1892 in the United States by Humphrey O'Sullivan, based on Charles Goodyear's technology. The United States Rubber Company was founded the same year and produced rubber-soled and heeled shoes under a variety of brand names, which were later consolidated in 1916 under the name, Keds. These shoes became known as,

"sneakers", because the rubber sole allowed the wearer to sneak up on another person. In 1964, the founding of Nike by Phil Knight and Bill Bowerman of the University of Oregon introduced many new improvements common in modern running shoes, such as rubber waffle soles, breathable nylon uppers, and cushioning in the mid-sole and heel. During the 1970s, the expertise of podiatrists also became important in athletic shoe design, to implement new design features based on how feet reacted to specific actions, such as running, jumping, or side-to-side movement. Athletic shoes for women were also designed for their specific physiological differences.

Shoes specific to the sport of basketball were developed by Chuck Taylor, and are popularly known as Chuck Taylor All-Stars. These shoes, first sold in 1917, are double-layer canvas shoes with rubber soles and toe caps, and a high heel (known as a "high top") for added support. In 1969, Taylor was inducted into the Naismith Memorial Basketball Hall of Fame in recognition of this development, and in the 1970s, other shoe manufacturers, such as Nike, Adidas, Reebok, and others began imitating this style of athletic shoe. In April 1985, Nike introduced its own brand of basketball shoe which would become popular in its own right, the Air Jordan, named after the then-rookie Chicago Bulls basketball player, Michael Jordan. The Air Jordan line of shoes sold \$100 million in their first year.

As barefoot running became popular by the late 20th and early 21st century, many modern shoe manufacturers have recently designed footwear that mimic this experience, maintaining optimum flexibility and natural walking while also providing some degree of protection. The purpose of these "minimalist shoes" is to allow one's feet and legs to feel more subtly the impacts and forces involved in running, allowing finer adjustments in running style. Some of these shoes include the Vibram FiveFingers, Nike Free, and Saucony's Kinvara and Hattori. Mexican huaraches are also very simple running shoes, similar to the shoes worn by the Tarahumara people of northern Mexico, who are known for their distance running abilities. Wrestling shoes are also very light and flexible shoes that are designed to mimic bare feet while providing additional traction and protection.

Many athletic shoes are designed with specific features for specific activities. One of these includes roller skates, which have metal or plastic wheels on the bottom specific for the sport of roller skating. Similarly, ice skates have a metal blade attached to the bottom for

locomotion across ice. Skate shoes have also been designed to provide a comfortable, flexible and durable shoe for the sport of skateboarding. Climbing shoes are rubber-soled, tight-fitting shoes designed to fit in the small cracks and crevices for rock climbing. Cycling shoes are similarly designed with rubber soles and a tight fit, but also are equipped with a metal or plastic cleat to interface with clipless pedals, as well as a stiff sole to maximize power transfer and support the foot.

➤ Boot

A boot is a special type of shoe which covers the foot and the ankle and extends up the leg, sometimes as far as the knee or even the hip. Most boots have a heel that is clearly distinguishable from the rest of the sole, even if the two are made of one piece. They are typically made of leather or rubber, although they may be made from a variety of different materials. Boots are worn both for their functionality — protecting the foot and leg from water, snow, mud or hazards or providing additional ankle support for strenuous activities — as well as for reasons of style and fashion.

Cowboy boots are a specific style of riding boot which combines function with fashion. They became popular among cowboys in the western United States during the 19th century. Traditional cowboy boots have a Cuban heel, rounded to pointed toe, high shaft, and, traditionally, no lacing.^[49] They are normally made from cowhide leather but may be made from more exotic skins such as ostrich, anaconda, or elephant skins.

Hiking boots are designed to provide extra ankle and arch support, as well as extra padding for comfort during hiking. They are constructed to provide comfort for miles of walking over rough terrains, and protect the hiker's feet against water, mud, rocks, and other wilderness obstacles.

These boots support the ankle to avoid twisting but do not restrict the ankle's movement too much. They are fairly stiff to support the foot. A properly fitted boot and/or friction-reducing



patches applied to troublesome areas ensures protection against blisters and other discomforts associated with long hikes on rugged terrain.

During wet or snowy weather, snow boots are worn to keep the foot warm and dry. They are typically made of rubber or other water-resistant material, have multiple layers of insulation, and a high heel to keep snow out. Boots may also be attached to snowshoes to increase the distribution of weight over a larger surface area for walking in snow. Ski boots are a specialized snow boot which are used in alpine or cross-country skiing and designed to provide a way to attach the skier to his/her skis using ski bindings. The ski/boot/binding combination is used to effectively transmit control inputs from the skier's legs to the snow. Ice skates are another specialized boot with a metal blade attached to the bottom which is used to propel the wearer across a sheet of ice. Inline skates are similar to ice skates but with a set of three to four wheels in lieu of the blade, which are designed to mimic ice skating on solid surfaces such as wood or concrete.

Boots are designed to withstand heavy wear to protect the wearer and provide good traction. They are generally made from sturdy leather uppers and non-leather outsoles. They may be used for uniforms of the police or military, as well as for protection in industrial settings such as mining and construction. Protective features may include steel-tipped toes and soles or ankle guards.

➤ **Dress and casual**

Dress shoes are characterized by smooth and supple leather uppers, leather soles, and narrow sleek figure. Casual shoes are characterized by sturdy leather uppers, non-leather outsoles, and wide profile.

Some designs of dress shoes can be worn by either gender. The majority of dress shoes have an upper covering, commonly made of leather, enclosing most of the lower foot, but not covering the ankles. This upper part of the shoe is often made without apertures or openings, but may also be made with openings or even itself consist of a series of straps, e.g. an open toe featured in women's shoes. Shoes with uppers made high to cover the ankles are also

styles may be referred to as high-topped shoes or high-tops. Usually, a high-topped shoe is secured by laces or zippers, although some styles have elastic inserts to ease slipping the shoe on.

➤ Men's

Men's shoes can be categorized by how they are closed:

- Oxfords (also referred as "Balmorals"): the vamp has a V-shaped slit to which the laces are attached; also known as "closed lacing". The word "Oxford" is sometimes used by American clothing companies to market shoes that are not Balmorals, such as Blüchers.
- Derby shoe: the laces are tied to two pieces of leather independently attached to the vamp; also known as "open lacing" and is a step down in dressiness. If the laces are not independently attached to the vamp, the shoe is known as a blucher shoe. This name is, in American English, often used about derbys.
- Monk-straps: a buckle and strap instead of lacing
- Slip-ons: There are no lacings or fastenings. The popular loafers are part of this category, as well as less popular styles, such as elastic-sided shoes.

Men's shoes can also be decorated in various ways:

- Plain-toes: have a sleek appearance and no extra decorations on the vamp.
- Cap-toes: has an extra layer of leather that "caps" the toe. This is possibly the most popular decoration.
- Brogues (American: wing-tips): The toe of the shoe is covered with a perforated panel, the wing-tip, which extends down either side of the shoe. Brogues can be found in both balmoral and blucher styles, but are considered slightly less formal.

Formal high-end men's shoes are manufactured by several companies around the world, most notably in England, France, Italy, and America. Notable British brands include: Church's English Shoes (est. 1873), John Lobb Bootmaker (est. 1849), Edward Green Shoes (est. 1890), and Crockett & Jones (est. 1879). Both John Lobb and Edward Green offer bespoke

products. In between the world wars, men's footwear received significant innovation and design, led by cobblers and cordwainers in London's West End. The most notable French product is made by J.M. Weston. Armani of Italy was a major influence on men's shoe design in the 1960s–1980s until they returned to the larger proportions of its forebears, the well-constructed Anglo-American dress shoe originally created in Edwardian England. Another well-known Italian company is Salvatore Ferragamo Italia S.p.A.. The remaining elite American companies are Allen Edmonds and Alden Shoe Company. Alden, located in New England, specializes in genuine shell cordovan leather from the only remaining horse tannery in America (Chicago) and is completely manufactured in America, whereas Allen Edmonds, of Wisconsin, is a larger company that outsources some of its production.

➤ Women's

There is a large variety of shoes available for women, in addition to most of the men's styles being more accepted as unisex. Some broad categories are:

- High-heeled footwear is footwear that raises the heels, typically 2 inches (5 cm) or more above the toes, commonly worn by women for formal occasions or social outings. Variants include kitten heels (typically 1½-2 inches high) and stiletto heels (with a very narrow heel post) and wedge heels (with a wedge-shaped sole rather than a heel post).
- Mules are shoes or slippers with no fitting around the heel (i.e. they are backless)
- Slingbacks are shoes which are secured by a strap behind the heel, rather than over the top of the foot.
- Ballet flats, known in the UK as ballerinas, ballet pumps or skimmers, are shoes with a very low heel and a relatively short vamp, exposing much of the instep. They are popular for warm-weather wear, and may be seen as more comfortable than shoes with a higher heel.
- Court shoes, known in the United States as pumps, are typically high-heeled, slip-on dress shoes.

➤ Unisex

- Clog
- Platform shoe: shoe with very thick soles and heels
- Sandals: open shoes consisting of a sole and various straps, leaving much of the foot exposed to air. They are thus popular for warm-weather wear, because they let the foot be cooler than a closed-toed shoe would.
- Saddle shoe: leather shoe with a contrasting saddle-shaped band over the instep, typically white uppers with black "saddle".
- Slip-on shoe: a dress or casual shoe without laces; often with tassels, buckles, or coin-holders (penny loafers).
- Boat shoes, also known as "deck shoes": similar to a loafer, but more casual. Laces are usually simple leather with no frills. Typically made of leather and featuring a soft white sole to avoid marring or scratching a boat deck. The first boat shoe was invented in 1935 by Paul Sperry.
- Slippers: For indoor use, commonly worn with pajamas.

➤ Dance

A wide variety of footwear is used by dancers. The choice of dance shoe type depends on the style of dance that is to be performed and, in many cases, the characteristics of the surface that will be danced on.

- **Pointe shoes** are designed for ballet dancing. These have a toe box that is stiffened with glue and a hardened sole so the dancer can stand on the tips of their toes. They are secured by elastic straps and ribbons that are tied to the dancer's ankles.
- **Ballet shoes** are soft, pliable shoes made of canvas or leather, with either continuous or two-part sole (also called *split-sole*), used for ballet dancing. The sole is typically made of leather, with thicker material under the ball and heel of the foot, and thinner and thus more flexible material under the arch so that the foot can be easily pointed. They are typically secured by elastics across the top of the foot.



- **Ghillies** are soft shoes that are used in Irish dance, Scottish country dance, and highland dance.
- **Jazz shoes** typically have a two-part rubberized sole (also called *split-sole*) to provide both flexibility and traction, and a short heel. They are secured to the foot by laces or elastic inserts.
- **Tango** and Flamenco shoes are used for tango or flamenco dancing.
- **Ballroom shoes** fall into two categories: Ballroom and Latin American. Both are characterised by suede soles. Men's ballroom shoes are typically lace-ups with one-inch heels and patent leather uppers. Ladies' ballroom shoes are typically court shoes with two-inch heels, made of fabric that can be colored to match the dancer's dress. In contrast to the low Ballroom heel, which evenly distributes weight across the foot, Latin American shoes have higher heels designed to shift weight onto the toes. Latin shoes are also more flexible than ballroom shoes. Men's Latin shoes typically have 1.5- to 2-inch high, shaped heels, while Ladies' Latin shoes have 2.5-inch to 3-inch heels. Ladies shoes are typically open-toed and strapped.
- **Dance sneakers** are lightweight sneakers with reinforced rubber toes that allows dancers to briefly stand on their toes. These are known by various trademarked names, such as dansneakers.
- **Character shoes** are leather shoes with one- to three-inch heels, usually with one or more straps across the instep to secure it to the foot. They may be soft-soled (suede) or hard-soled. They may be converted to tap shoes by attaching taps.
- **Foot thongs** are slip-on, partial foot covers that cover the ball of the dancer's foot so as to reduce friction while executing turns, thus making it easier to perform turns and also protecting the foot from skin abrasions. From a distance, flesh colored foot thongs give a dancer the appearance of having bare feet. They are known by various names depending on the manufacturer, including dance paws, foot undies, and foot paws.
- **Tap shoes** have metal plates mounted to the bottoms of the toe and heel. The metal plates, which are known as *taps*, make a loud sound when struck against a hard performance surface. Tap shoes, which are used in tap dancing, may be made from any style of shoe to which taps can be attached.

➤ Orthopedic

Orthopedic shoes are specially-designed footwear to relieve discomfort associated with many foot and ankle disorders, such as blisters, bunions, calluses and corns, hammer toes, plantar fasciitis, or heel spurs. They may also be worn by individuals with diabetes or people with unequal leg length. These shoes typically have a low heel, tend to be wide with a particularly wide toe box, and have a firm heel to provide extra support. Some may also have a removable insole, or orthotic, to provide extra arch support.

➤ Non-human

While most shoes have historically been worn by humans, there are simple shoes that are designed to be worn by other domesticated animals, such as dogs and horses. A horseshoe is a man-made product, normally made of metal or other modern synthetic materials, designed to protect a horse's hoof from wear and tear. Horseshoes are attached on the palmar surface of the hooves, usually nailed through the insensitive hoof wall that is anatomically akin to the human toenail, though much larger and thicker. They may also be glued.

It is unknown who invented the original horseshoe. Horsemen in Asia constructed horse booties from leather and plant material. During the first century, the Romans made leather and metal shoes called *hipposandals*. By approximately the 6th or 7th centuries, horsemen in Europe nailed metal shoes to horses' hooves. By 1000 AD, cast bronze horseshoes with nail holes had become common in Europe. Iron horseshoes became common by the 13th or 14th century.

Horseshoes are available in a wide variety of materials and styles, developed for different types of horse and for the work they do. The most common materials are steel and aluminum, but specialized shoes may include use of rubber, plastic, magnesium, titanium, or copper. Steel tends to be preferred in sports where a strong, long-wearing shoe is needed, such as polo, eventing, show jumping, and western riding events. Aluminum shoes are lighter, making them common in horse racing, where a lighter shoe is desired; and often facilitate certain types of desired movement, and so are favored in the discipline of dressage. Some



horseshoes have "caulkins", "caulks", or "calks": protrusions at the toe and/or heels of the shoe, to provide additional traction.

Dogs are another domesticated animal for which shoes have been constructed. Some native American tribes, such as the Cree or Salteaux, used dog shoes to protect their feet during activities such as dog sledding, since the ice could wear the pads on a dog's foot thin, sometimes resulting in bleeding. Modern dog boots may also be used for other outdoor activities, such as hunting and hiking, to prevent slippage in wet or snowy weather as well as to keep snow from accumulating between the dog's toes. There are many different shapes and sizes available, and they may be made of a variety of materials, but commonly they are made of leather, neoprene, Cordura, or may even be home-made out of cotton and duct tape.

➤ **Maintenance**

- Breaking-in: some shoes are made of hard but deformable material. After a person wears them multiple times, the material reforms to fit the wearer's feet. The person is said to have broken in the shoes.
- Polishing: for protection, water resistance (to some extent) and appearance, especially for leather shoes and boots.
- Heel replacement: heels periodically wear out. Not all shoes are designed to enable this.
- Sanitization: the inside of shoes can be sanitized with germicidal shoe trees or other cleansing methods to prevent the growth of microorganisms such as odor-causing bacteria or fungi.
- Sole replacement: soles can also wear out. Not all shoes can have their soles replaced.
- Shoelace replacement: shoelaces can sometimes be damaged or destroyed necessitating the replacement of the laces.
- When unfit for use, shoes can be treated as trash or municipal solid waste and disposed of. The exception can be with most athletic sneakers which can be recycled and turned into other raw materials. See Nike Grind as an example.

A person who makes or repairs shoes in a shop is called a *cobbler*.

➤ Size

Shoe size is an alphanumerical indication of the fitting size of a shoe for a person. Often it just consists of a number indicating the length because many shoemakers only provide a standard width for economic reasons. There are several different shoe-size systems that are used worldwide. These systems differ in what they measure, what unit of measurement they use, and where the size 0 (or 1) is positioned. Only a few systems also take the width of the feet into account. Some regions use different shoe-size systems for different types of shoes (e.g., men's, women's, children's, sport, or safety shoes).

Units for shoe sizes vary widely around the world. European sizes are measured in *Paris Points*, which are worth two-thirds of a centimeter. The UK and American units are approximately one-quarter of an inch, starting at 8¼ inches. Men's and women's shoe sizes often have different scales. Shoes size is often measured using a Brannock Device, which can determine both the width and length of the foot.

➤ Accessories

- Foam tap — a small foam pad placed under the ball of the foot to push the foot up and back if the shoe is too loose.
- Heel grip — used to prevent the shoe from slipping on the heel if the fit is not perfect
- (Orthopedic) shoe insert — insert of various materials for cushioning, improved fit, or reduced abrasion. These include padding and inner linings. Inserts may also be used to correct foot problems.
- Overshoes or galoshes — a rubber covering placed over shoes for rain and snow protection.
- Shoe bag — a bag that protects shoes against damage when they are not being worn.
- Shoe brush and polishing cloth: used to apply polish to shoes.
- Shoe polish — a waxy material spread on shoes to improve appearance and glossiness, and provide protection.



- Shoe stretcher — a tool for making a shoe longer or wider or for reducing discomfort in areas of a shoe.
- Shoe tree — placed inside the shoe when user is not wearing it, to help maintain the shoe's shape.
- Shoehorn — can be used to insert a foot into a shoe by keeping the shoe open and providing a smooth surface for the foot to slide upon.
- Shoelaces — a system used to secure shoes.
- Snow shoe — a wooden or leather piece that increases the area of ground covered by the shoe.

Global Footwear Industry

The global footwear market is expected to reach \$195 billion by 2015, according to research from Global Industry Analysts, with volume sales exceeding 13 billion pairs by 2012. Market growth is predicted to rebound as consumer confidence builds in the post-recession economy.

Footwear sales have been falling in developed countries and slowing in emerging countries due to lower income levels; and therefore, less spending on apparel and footwear. Consumers are focusing increasingly on value for money, looking for simple, hard-wearing shoes that last. Designer shoes have borne the brunt of this shift in consumption brought on by the economic recession. Shoe manufacturers and retailers are since forced to compete on price and value.

➤ Market Products

- The outdoor footwear market is driven by demand for shoes that permit easy, fast movement. Products are increasingly lightweight and offer more and more flexibility. According to the Outdoor Industry Association, outdoor footwear grew over 14% year-on-year to over \$990 million for the first five-months of 2011.
- The athletic footwear market is dominated by a few large players. The US is the largest importer of athletic footwear, mostly manufactured in Asia. Athletic shoes are used across a range of sports, including basketball, tennis and running. Brands are often associated with specific sports, for example Nike for basketball.
- The leather footwear market includes the manufacture and retail of different types of shoes, including casual, sports and dress shoes. Leather is a common material in high-end shoes, used in many designer brands. US brands often source their leather from outside of the US, in countries such as India.

➤ **Regional Markets**

China exports more shoes than any other country, producing almost 13 billion pairs, or 63% of overall production, in 2010, according to RNCOS. Domestic sales have been driven by online shopping and rising demand for specific brands. China has been faced with domestic currency appreciation, along with rising raw materials and production costs. Branded shoes are strong sellers in China, with companies popularizing their shoes with promotional practices. China's footwear market has recorded strong growth in consumption and exports, which is likely to continue at an annual volume growth rate of 7% for the few years to come. Exports are strong because on the domestic market, Chinese people consume less than 2.5 pairs of shoes each year, whereas the Western average is far higher.

According to MarketLine, advanced emerging markets - Poland, Hungary, Brazil, South Africa, and Taiwan - will reach a combined value of almost \$24,219 million in 2014, at an annually growth rate in excess of 4% over five years. Brazil's footwear market takes the lead, generating revenues of over \$9,960 million in 2009.

India's footwear market is expected to record strong growth in the years to come, reports RNCOS. The market, which has been impacted by an increasing presence of international companies, is predicted to record close to 10% annual growth from 2011 to 2014. The market is fuelled by advantageous factors such as a skilled workforce combined with low labor costs. In production terms, India is second only to China. This market sector drives expansion in India's leather exports.

There are not only large companies operating in the US footwear market, but also smaller independent brands, which are often acquired by large and mid-size companies. The industry is highly fragmented. In 2010, many companies diversified their product offerings, concentrating on mid-priced or economy athletic brands.

The UK footwear market has been impacted by the economic recession, with consumers cutting down on discretionary purchases. The 65 years and over demographic remains the leader in terms of customer loyalty, with a 90% loyalty score, according to Verdict. Younger consumers shop around to find bargains or try out new brands, with a loyalty score of less than 86%. Retailers are concentrating their efforts on factors such as service, convenience,



and ambience, which foster consumer loyalty. Leading UK footwear retailers include Shoe Zone, Primark, Clarks, Tesco Visitor, and Brantano.

➤ **Market Outlook**

The global footwear industry has been witnessing a decline. Moving forward, companies operating in developed markets such as the US will continue outsourcing production to cheaper countries like Indonesia, China and Vietnam.

With consumers looking for bargains due to the economic recession, the shift toward cheap imports will continue, accounting for the majority of domestic demand. The industry will see revenue continue to decline, and pricing pressures will make the market environment increasingly competitive.

➤ **Industry Leaders**

Key players on the global footwear market include Bata, Deckers, Brown Shoes, Wolverine, Weyco, ECCO, Kenneth Cole, Nine West, Timberland, Puma, Gucci, Lacrosse, Vans, San Paulo & Alpargatas, R.G. Barry, Nike and Adidas.

List of Top 10 Shoe brands 2012 is given bellow -

SN.	Shoe Brand's Name	Founded by	Founded Year	Shoe Brand's Website
1	Adidas	Adolf "Adi" Dassler	1948	www.adidas.com
2	Nike	Bill Bowerman and Philip Knight	1964	www.nike.com
3	Reebok	Joseph William Foster and his sons	1895	www.reebok.com
4	Puma	Rudolf Dassler and Adolf	1924	www.puma.com
5	Fila	Fila brothers	1911	www.fila.com
6	Keds	US Rubber	1916	www.keds.com
7	Converse	Elisha Converse	1908	www.converse.com
8	K-Swiss	Ernie and Art Brunner	1966	www.kswiss.com
9	New Balance	William J. Riley	1906	www.newbalance.com
10	Under Armour	Kevin Plank	1996	www.underarmour.com

1. Adidas

Adidas AG (German pronunciation: ['adi,das]) is a German multinational corporation that designs and manufactures sports clothing and accessories based in Herzogenaurach, Germany. It is the holding company for the Adidas Group, which consists of the Reebok sportswear company, TaylorMade-Adidas golf company (including Ashworth), and Rockport. Besides sports footwear, Adidas also produces other products such as bags, shirts, watches, eyewear, and other sports- and clothing-related goods. Adidas is the largest sportswear manufacturer in Europe and the second biggest sportswear manufacturer in the world.

Adidas was founded in 1948 by Adolf Dassler, following the split of *Gebrüder Dassler Schuhfabrik* between him and his older brother Rudolf. Rudolf later established Puma, which was the early rival of Adidas. Registered in 1949, Adidas is currently based in Herzogenaurach, Germany, along with Puma.

The company's clothing and shoe designs typically feature three parallel bars, and the same motif is incorporated into Adidas's current official logo. The "Three Stripes" were bought from Karhu Sports in 1951. The company revenue for 2010 was listed at €11.99 billion.

History

➤ **Gebrüder Dassler Schuhfabrik**

Christoph von Wilhelm Dassler was a worker in a shoe factory, while his wife Pauline ran a small laundry in the Bavarian town of Herzogenaurach, 20 km (12.4 mi) from the city of Nuremberg. After leaving school, their son, Rudolf "Rudi" Dassler, joined his father at the shoe factory. When he returned from fighting in World War I, Rudolf received a management position at a porcelain factory, and later in a leather wholesale business in Nuremberg.

Adolf "Adi" Dassler started to produce his own sports shoes in his mother's wash kitchen in Herzogenaurach, Bavaria after his return from World War I. In July 1924, his brother Rudolf returned to Herzogenaurach to join his younger brother's business, which became *Gebrüder Dassler Schuhfabrik* (*Dassler Brothers Shoe Factory*) and prospered. The pair started the



unreliable, and the brothers sometimes had to use pedal power from a stationary bicycle to run their equipment.

By the 1936 Summer Olympics, Adi Dassler drove from Bavaria on one of the world's first motorways to the Olympic village with a suitcase full of spikes and persuaded U.S. sprinter Jesse Owens to use them, the first sponsorship for an African American. Following Owens's haul of four gold medals, his success cemented the good reputation of Dassler shoes among the world's most famous sportsmen. Letters from around the world landed on the brothers' desks, and the trainers of other national teams were all interested in their shoes. Business boomed and the Dasslers were selling 200,000 pairs of shoes each year before World War II.

➤ **Early years and rivalry with Puma**

Puma and Adidas entered a fierce and bitter rivalry after the split. The town of Herzogenaurach was divided on the issue, leading to the nickname "the town of bent necks"—people looked down to see which shoes strangers wore. Even the town's two football clubs were divided: ASV Herzogenaurach club supported Adidas, while 1 FC Herzogenaurach endorsed Rudolf's footwear. When handymen were called to Rudolf's home, they would deliberately wear Adidas shoes. Rudolf would tell them to go to the basement and pick out a pair of free Pumas. The two brothers never reconciled, and although both are buried in the same cemetery, they are spaced apart as far as possible.

In 1948, the first football match after World War II, several members of the West German national football team wore Puma boots, including the scorer of West Germany's first post-war goal, Herbert Burdenski. Four years later, at the 1952 Summer Olympics, 1500 metres runner Josy Barthel of Luxembourg won Puma's first Olympic gold in Helsinki, Finland.

At the 1960 Summer Olympics Puma paid German sprinter Armin Hary to wear Pumas in the 100 metre sprint final. Hary had worn Adidas before and asked Adolf for payment, but Adidas rejected this request. The German won gold in Pumas, but then laced up Adidas for the medals ceremony, to the shock of the two Dassler brothers. Hary hoped to cash in from both, but Adi was so enraged he banned the Olympic champion.

➤ Marketing

Adidas, like other sports brands, is believed to engender high consumer brand loyalty. Brand loyalty towards Adidas, Nike, Inc., Puma AG and several other sportswear brands was examined in a recent study. The study found consumers did not exhibit unduly high loyalty towards such brands.

During the mid to late 1990s, Adidas divided the brand into three main groups with each a separate focus: Adidas Performance was designed to maintain their devotion to the athlete; Adidas Originals was designed to focus on fashion and life-style; and Style Essentials, with the main group within this one being Y-3.

"Adidas is all in" is the current global marketing strategy for Adidas. The slogan aims to tie all brands and labels together, presenting a unified image to consumers interested in sports, fashion, street, music and pop culture.

"Impossible is Nothing" was the previous mainstream marketing slogan for Adidas. This campaign was developed by 180/TBWA based in Amsterdam but also with significant work being done by TBWA/Chiat/Day in San Francisco – particularly for its basketball campaign *"Believe In Five"*. TBWA\Chiat\Day commissioned Zane Peach^[37] to produce images for 2007 international ad campaign.

2. Nike, Inc.

Nike, Inc. is an American multinational corporation that is engaged in the design, development and worldwide marketing and selling of footwear, apparel, equipment, accessories and services. The company is headquartered near Beaverton, Oregon, in the Portland metropolitan area. It is the world's leading supplier of athletic shoes and apparel and a major manufacturer of sports equipment, with revenue in excess of US\$24.1 billion in its fiscal year 2012 (ending May 31, 2012). As of 2012, it employed more than 44,000 people worldwide. The brand alone is valued at \$10.7 Billion making it the most valuable brand among sports businesses.^[4] Nike and Precision Castparts are the only Fortune 500 companies headquartered in the state of Oregon, according to *The Oregonian*.

The company was founded on January 25, 1964 as Blue Ribbon Sports by Bill Bowerman and Phil Knight, and officially became Nike, Inc. on May 30, 1978. The company takes its name from Nike (Greek *Νίκη*, pronounced [nīːkɛː]), the Greek goddess of victory. Nike markets its products under its own brand, as well as Nike Golf, Nike Pro, Nike+, Air Jordan, Nike Skateboarding, and subsidiaries including Cole Haan, Hurley International, Umbro and Converse. Nike also owned Bauer Hockey (later renamed Nike Bauer) between 1995 and 2008. In addition to manufacturing sportswear and equipment, the company operates retail stores under the Niketown name. Nike sponsors many high-profile athletes and sports teams around the world, with the highly recognized trademarks of "Just Do It" and the Swoosh logo.

➤ Origins and history

Nike, originally known as Blue Ribbon Sports (BRS), was founded by University of Oregon track athlete Philip Knight and his coach Bill Bowerman in January 1964. The company initially operated as a distributor for Japanese shoe maker Onitsuka Tiger (now ASICS), making most sales at track meets out of Knight's automobile.

According to Otis Davis, a student athlete whom Bowerman coached at the University of Oregon, who later went on to win two gold medals at the 1960 Summer Olympics, Bowerman made the first pair of Nike shoes for him, contradicting a claim that they were made for Phil



Knight. Says Davis, "I told Tom Brokaw that I was the first. I don't care what all the billionaires say. Bill Bowerman made the first pair of shoes for me. People don't believe me. In fact, I didn't like the way they felt on my feet. There was no support and they were too tight. But I saw Bowerman make them from the waffle iron, and they were mine."

In 1966, BRS opened its first retail store, located at 3107 Pico Boulevard in Santa Monica, California. By 1971, the relationship between BRS and Onitsuka Tiger was nearing an end. BRS prepared to launch its own line of footwear, which would bear the Swoosh newly designed by

Carolyn Davidson. The Swoosh was first used by Nike on June 18, 1971, and was registered with the U.S. Patent and Trademark Office on January 22, 1974.^[9]

In 1976, the company hired John Brown and Partners, based in Seattle, as its first advertising agency. The following year, the agency created the first "brand ad" for Nike, called "There is no finish line," in which no Nike product was shown. By 1980, Nike had attained a 50% market share in the U.S. athletic shoe market, and the company went public in December of that year.

Together, Nike and Wieden+Kennedy have created many print and television advertisements, and Wieden+Kennedy remains Nike's primary ad agency. It was agency co-founder Dan Wieden who coined the now-famous slogan "Just Do It" for a 1988 Nike ad campaign, which was chosen by *Advertising Age* as one of the top five ad slogans of the 20th century and enshrined in the Smithsonian Institution. Walt Stack was featured in Nike's first "Just Do It" advertisement, which debuted on July 1, 1988. Wieden credits the inspiration for the slogan to "Let's do it," the last words spoken by Gary Gilmore before he was executed.

Throughout the 1980s, Nike expanded its product line to encompass many sports and regions throughout the world.

➤ Acquisitions

As of September 2012, Nike, Inc. owns four key subsidiaries: Cole Haan, Hurley International, Converse Inc. and Umbro. However, on May 31, 2012, Nike announced its intention to sell both Cole Haan and Umbro. Nike's first acquisition was the upscale footwear company Cole Haan in 1988. In February 2002, Nike bought surf apparel company Hurley



International from founder Bob Hurley. In July 2003, Nike paid US\$309 million to acquire Converse Inc., makers of the iconic Chuck Taylor All Stars sneakers. On March 3, 2008, Nike acquired sports apparel supplier Umbro, known as the manufacturers of the England national football team's kit, in a deal said to be worth £285 million (about US\$600 million). Other subsidiaries previously owned and subsequently sold by Nike include Bauer Hockey and Starter.

➤ Finance

Nike Inc. will buy back \$8 billion of Nike's class B stock in 4 years after the current \$5 billion buyback program is completed in second quarter of fiscal 2013. Up to September 2012, Nike Inc. has bought back \$10 billion of stock.

➤ Products

Nike produces a wide range of sports equipment. Their first products were track running shoes. They currently also make shoes, jerseys, shorts, baselayers, etc. for a wide range of sports, including track and field, baseball, ice hockey, tennis, association football (soccer), lacrosse, basketball, and cricket. Nike Air Max is a line of shoes first released by Nike, Inc. in 1987. The most recent additions to their line are the Nike 6.0, Nike NYX, and Nike SB shoes, designed for skateboarding. Nike has recently introduced cricket shoes called Air Zoom Yorker, designed to be 30% lighter than their competitors'. In 2008, Nike introduced the Air Jordan XX3, a high-performance basketball shoe designed with the environment in mind.

Nike sells an assortment of products, including shoes and apparel for sports activities like association football, basketball, running, combat sports, tennis, American football, athletics, golf, and cross training for men, women, and children. Nike also sells shoes for outdoor activities such as tennis, golf, skateboarding, association football, baseball, American football, cycling, volleyball, wrestling, cheerleading, aquatic activities, auto racing, and other athletic and recreational uses. Nike is well known and popular in youth culture, chav culture and hip hop culture for their supplying of urban fashion clothing. Nike recently teamed up with Apple Inc. to produce the Nike+ product that monitors a runner's performance via a radio device in the shoe that links to the iPod nano. While the product generates useful statistics, it has been criticized by researchers who were able to identify users' RFID devices from 60 feet (18 m) away using small, concealable intelligence motes in a wireless sensor



network. In 2004, Nike launched the SPARQ Training Program/Division. Some of Nike's newest shoes contain Flywire and Lunarlite Foam to reduce weight.

On July 15, 2009, the Nike+ Sports Band was released in stores. The product records distance run and calories expended, keeps time, and also gives runners new programs online they could try running.

The 2010 Nike Pro Combat jersey collection were worn by teams from the following universities: Miami, Alabama, Boise State University, Florida, Ohio State, Oregon State University, Texas Christian University, Virginia Tech, West Virginia, and Pittsburgh. Teams will wear these jerseys in key matchups as well as any time the athletic department deems it necessary.

➤ **Headquarters**

Nike's world headquarters are surrounded by the city of Beaverton, but are within unincorporated Washington County. The city attempted to forcibly annex Nike's headquarters, which led to a lawsuit by Nike, and lobbying by the company that ultimately ended in Oregon Senate Bill 887 of 2005. Under that bill's terms, Beaverton is specifically barred from forcibly annexing the land that Nike and Columbia Sportswear occupy in Washington County for 35 years, while Electro Scientific Industries and Tektronix receive the same protection for 30 years.

3. Reebok

Reebok International Limited, a subsidiary of the German company Adidas since 2005, is a producer of athletic shoes, apparel, and accessories. The name comes from the Afrikaans spelling of rhebok, a type of African antelope or gazelle. In 1890 in Holcombe Brook, a small village 6 miles north east of Bolton, United Kingdom, Joseph William Foster was making a living producing regular running shoes when he came up with the idea to create a novelty spiked running shoe. After his ideas progressed he joined with his sons, and founded a shoe company named J.W. Foster and Sons in 1895.

In 1958, two of the founder's grandsons Joe and Jeff Foster renamed the company Reebok in the United Kingdom, having found the name in a dictionary won in a race by Joe Foster as a boy; the dictionary was South African edition hence the spelling. The company lived up to the J.W. Foster legacy, manufacturing first-class footwear for customers throughout the UK. In 1979, Paul Fireman, a US sporting goods distributor, saw a pair of Reeboks at an international trade show and negotiated to sell them in North America.

➤ Reebok Worldwide

Reebok has sponsored many top athletes and sports clubs since the early 1990s. Many deals were made, and fulfilled, and many have since moved on. Reebok has endorsed: Lewis Hamilton, Allen Iverson, Yao Ming, Sidney Crosby, Carolina Klüft, Amélie Mauresmo, Nicole Vaidišová, Shahar Pe'er, Ivy, Chad Ochocinco, Thierry Henry, Vince Young, Iker Casillas, Ryan Giggs, Andriy Shevchenko, and Amir Khan in a partial list.

➤ North America

The company had exclusive rights to manufacture and market both authentic and replica uniform jerseys, sideline apparel and caps, and onfield football footwear of the teams of the National Football League (NFL) from 2002 to 2012 (marketed as *NFL Equipment*). Reebok also holds rights to manufacture Canadian Football League (CFL) onfield jerseys, sideline gear, and footwear since 2004. Reebok has rights to produce the on-ice "EDGE" Uniform

System, performance apparel, and training footwear of the National Hockey League (NHL) since 2006. They are also the official shoe supplier to Major League Baseball (MLB).

➤ **Latin America**

The company holds sponsorships with Brazilian clubs Cruzeiro, Internacional, and São Paulo FC. Reebok will stop sponsoring Mexican club C.D. Guadalajara before the Apertura 2011 season. Parent Company Adidas will take over as sponsor.

In addition, Reebok acquired official National Hockey League (NHL) sponsor CCM in 2004, and is now manufacturing ice hockey equipment under the CCM and Reebok brands, and has signed popular young stars Sidney Crosby and Alexander Ovechkin to endorsement deals (Crosby for Reebok, Ovechkin for CCM, though Ovechkin currently endorses Bauer). Reebok Hockey has its headquarters in Montreal, Quebec, Canada. Reebok has phased out the CCM name on NHL authentic and replica jerseys in recent years, using the Reebok logo since 2005. However, recently Reebok has been making vintage jerseys (like the 1967 Toronto Maple Leafs blue jerseys shown here under the CCM name).

➤ **Europe**

The company maintains its relationship with its origins in the UK through a long-term sponsorship deal with Bolton Wanderers, a Premier League football club, however, in 2009 Bolton changed their sponsorship to 188bet. When the team moved to a brand new ground in the late-1990s, their new home was named the Reebok Stadium. Several other English clubs had Reebok sponsorship deals up until the purchase by Adidas, but most have since switched to either the parent brand (which has a long history in football) or another company altogether.

Reebok sponsors the German club, FC Köln, since the 2008–09 Bundesliga season. In rugby union, Reebok sponsored the Wales national team until late 2008, who won the Grand Slam in the Six Nations Championship in that year, and the Tasman Makos in New Zealand's domestic competition, the Air New Zealand Cup.

In 2006, FC Barcelona and France striker Thierry Henry (then playing for Arsenal) signed a deal to join the "*I Am What I Am*" campaign on August 1, 2006. Ryan Giggs has also done "*I*



Am What I Am" commercials. Also, on August 1, Andriy Shevchenko started his endorsement deal with the company.

➤ **Australia**

In 2005, Reebok also signed an exclusive agreement to design and supply all eight team home and away strips for the new Australian A-League competition. Although not an expensive deal, this partnership paid dividends for Reebok, due to the growing popularity of football and the league in the area. An estimated 125,000 A-League jerseys were sold in Australia, a record for a single league's sales in a year for a sports manufacturer.^[9] Reebok's agreement ended at the finish of the 2010-2011 season.

Reebok sponsors three teams in the Australian Football League, those being the Gold Coast Suns, the Adelaide Football Club and the Port Adelaide Football Club. Reebok sponsors the St George Illawarra Dragons in the NRL.

➤ **India**

Reebok sponsored kits for Indian Premier League teams, such as the Royal Challengers Bangalore, Kolkata Knight Riders, Rajasthan Royals and Chennai Super Kings in the first edition of the league held in 2008. However, for the second edition held in 2009, the sponsorships included Royal Challengers Bangalore, Kolkata Knight Riders, Chennai Super Kings, Kings XI Punjab kits.

The Brand Trust Report, India Study, 2011 published by the Trust Research Advisory ranked Reebok as the 14th most trusted brand in India.^[11]

In May 2012, Reebok India filed a criminal complaint against former top employees, Subhinder Singh Prem and Vishnu Bhagat, accusing them of a financial fraud of up to 233 Million USD. On the charges of alleged Foreign Exchange Management Act (FEMA), Reebok India has been booked and may face penal action.

➤ **Outside sport**

Rapper Jay-Z became the first non-athlete to get a signature shoe from Reebok. The "*S. Carter Collection by Rbk*" was launched on November 21, 2003 and the *S. Carter* sneaker



became the fastest-selling shoe in the company's history.^[14] Later, Reebok made a deal with rapper 50 Cent to release a line of *G-Unit* sneakers and artists like Nelly and Miri Ben-Ari have become spokespersons for the company. Reebok also signed Scarlett Johansson and introduced her own line of apparel and footwear called *Scarlett Hearts*, an *Rbk Lifestyle Collection*. Reebok also produce shoes for Emporio Armani under the label *EA7*. These shoes are marketed to the high-end fashion market.

4. Puma

Puma SE, officially branded as PUMA, is a major German multinational company that produces athletic shoes, footwear, and other sportswear. The company was formed in 1924 as *Gebrüder Dassler Schuhfabrik* by Adolf and Rudolf Dassler. The relationship between the two brothers deteriorated until the two agreed to split in 1948, forming two separate entities, *Adidas* and *Puma*. Both companies are currently based in Herzogenaurach, Germany.

Puma is known for its football shoes and has sponsored acclaimed footballers, including Pelé, Eusébio, Johan Crujfff, Enzo Francescoli, Diego Maradona, Lothar Matthäus, Kenny Dalglish, Didier Deschamps, Robert Pires, Radamel Falcao, Marco Reus, and Gianluigi Buffon. Puma is the sponsor of the Jamaican track athlete Usain Bolt. In the United States, the company is known for the suede basketball shoe it introduced in 1968, which eventually bore the name of New York Knicks basketball star Walt "Clyde" Frazier, and for its endorsement partnership with Joe Namath.

Following the split from his brother, Rudolf Dassler originally registered the new-established company as *Ruda*, but later changed to *Puma*. Puma's earliest logo consisted of a square and beast jumping through a *D*, which was registered, along with the company's name, in 1948. Puma's shoe designs feature the distinctive "Formstripe", with clothing and other products having the logo printed on them.

The company offers lines of shoes and sports clothing designed by Lamine Kouyate, Amy Garbers, and others. Since 1996 Puma has intensified its activities in the United States. Puma owns 25% of American brand sports clothing maker Logo Athletic, which is licensed by American professional basketball and association football leagues. Since 2007 Puma SE has been part of the French luxury group PPR.



History

➤ Background

Christoph von Wilhelm Dassler was a worker in a shoe factory, while his wife Pauline ran a small laundry in the Bavarian town of Herzogenaurach, 20 km (12.4 mi) from the city of Nuremberg. After leaving school, their son, Rudolf Dassler, joined his father at the shoe factory. When he returned from fighting in World War I, Rudolf received a management position at a porcelain factory, and later in a leather wholesale business in Nuremberg. .

Rudolf returned to Herzogenaurach in 1924 to join his younger brother, Adolf, nicknamed "Adi", who had founded his own shoe factory. They named the new business "Gebrüder Dassler Schuhfabrik" (*Dassler Brothers Shoe Factory*). The pair started their venture in their mother's laundry. At the time, electricity supplies in the town were unreliable, and the brothers sometimes had to use pedal power from a stationary bicycle to run their equipment.

Adi drove from Bavaria to the 1936 Summer Olympics in Berlin with a suitcase full of spikes and persuaded United States sprinter Jesse Owens to use them, the first sponsorship for an African American. Owens won four gold medals. Business boomed; the Dasslers were selling 200,000 pairs of shoes annually before World War II.

➤ Company split and creation of *Puma*

Both brothers joined the Nazi Party, but Rudolf was slightly closer to the party. A growing rift between the brothers reached a breaking point during an Allied bomb attack in 1943. Adi and his wife climbed into a bomb shelter that Rudolf and his family were already in. "Here are the bloody bastards again," Adi said, apparently referring to the Allied war planes, but Rudolf was convinced his brother meant him and his family. When Rudolf was later picked up by American soldiers and accused of being a member of the Waffen SS, he was convinced

➤ **Early years and rivalry with Adidas**

Puma and Adidas entered a fierce and bitter rivalry after the split. The town of Herzogenaurach was divided on the issue, leading to the nickname "the town of bent necks"—people looked down to see which shoes strangers wore. Even the town's two football clubs were divided: ASV Herzogenaurach club supported Adidas, while 1 FC Herzogenaurach endorsed Rudolf's footwear. When handymen were called to Rudolf's home, they would deliberately wear Adidas shoes. Rudolf would tell them to go to the basement and pick out a pair of free Pumas. The two brothers never reconciled, and although both are buried in the same cemetery, they are spaced apart as far as possible.

In 1948, the first football match after World War II, several members of the West German national football team wore Puma boots, including the scorer of West Germany's first post-war goal, Herbert Burdenski. Four years later, at the 1952 Summer Olympics, 1500 metres runner Josy Barthel of Luxembourg won Puma's first Olympic gold in Helsinki, Finland.

At the 1960 Summer Olympics Puma paid German sprinter Armin Hary to wear Pumas in the 100 metre sprint final. Hary had worn Adidas before and asked Adolf for payment, but Adidas rejected this request. The German won gold in Pumas, but then laced up Adidas for the medals ceremony, to the shock of the two Dassler brothers. Hary hoped to cash in from both, but Adi was so enraged he banned the Olympic champion.

➤ ***The Pelé pact and subsequent affairs***

A few months prior to the 1970 FIFA World Cup, Armin Dassler (Rudolf's son) and his cousin, Horst Dassler (Adi's son), sealed an agreement which was dubbed "The Pelé pact". This agreement dictated that Pelé would be out of bounds for both Adidas and Puma. However, Pelé complied with a request by Puma's representative Hans Henningsen to increase the awareness and profile of Puma after he received \$120,000 to wear the Formstripes. At the opening whistle of a 1970 World Cup finals match, Pelé stopped the referee with a last-second request to tie his shoelaces before kneeling down to give millions of television viewers a close-up of his Pumas.^[10] This outraged Horst, and future peace agreements were called off.



Two years later, during the 1972 Summer Olympics, Puma provided shoes for the Ugandan 400 metres hurdles champion, John Akii-Bua. After Akii-Bua was forced out of Uganda by its military government, Puma employed him in Germany. Eventually Akii-Bua returned to Uganda.

Puma became a public company in 1986, and thereafter was listed on the Börse München and Frankfurt Stock Exchange.

➤ **Present day**

Puma sponsors Bundesliga club Borussia Dortmund and many other clubs in football. Puma AG has 9,500 employees and distributes its products in more than 120 countries. For the fiscal year 2003, the company had revenue of €1.274 billion. Puma were the commercial sponsors for the 2002 anime series *Hungry Heart: Wild Striker*, with the jerseys and clothing sporting the Puma brand. Puma ranks as one of the top shoe brands, after Reebok, Adidas, and Nike.

The company has been led by CEO and Chairman Jochen Zeitz since 1993. His contract was extended until 2012 in October 2007.

Japanese fashion guru Mihara Yasuhiro teamed up with Puma to create a high-end and high-concept line of sneakers.

Puma is the main producer of enthusiast driving shoes and race suits. They are the primary producer for Formula One and NASCAR clothing. They won the rights to sponsor the 2006 FIFA World Cup champions, the Italian national football team, making and sponsoring the clothing worn by the team. They entered a partnership with Ferrari, Ducati and BMW to make Puma-Ferrari, Puma-Ducati and Puma-BMW shoes. On 15 March 2007 Puma launched its 2007/2008 line of uniforms for a club, and Brazilian football club Grêmio will be the first to use the laser-sewn technology, similar to that worn by Italy at the 2006 World Cup, because their season starts six months earlier than European clubs.

5. Fila

Fila is one of the world's largest sportswear manufacturing companies. Founded in 1911 in Italy, Fila has been owned and operated from South Korea since a takeover in 2007. Headed by chairman and CEO Yoon-Soo Yoon, Fila now has offices in 11 countries worldwide.

➤ History

Fila was created in Biella, Piedmont, by the Fila brothers in 1911. It originally started by making clothing for the people of the Italian Alps, now manufacturing sportswear for men, women, kids and athletes.

The company's primary product was originally underwear, before moving into sportswear in the 1970s, initially with the endorsement of tennis player Björn Borg. The brand got more popular after moving into sportswear.

The original Italian ownership shop Holding di Partecipazioni sold the company to US hedge fund Cerberus Capital Management in 2003, after the company over-committed itself to expensive athletic endorsements, at a time when margins were under pressure. Cerberus owned Fila through holding company Sports Brands International, which owned and operated all Fila businesses around the world with the exception of Fila Korea, which was a separate company operating the brand under licence. In January 2007, the global Fila brand and all its international subsidiaries were acquired by Fila Korea from SBI, which made it the largest South Korean sportswear company. Fila Korea currently holds all of the rights to the worldwide use of footwear and clothing brands of the parent firm.

In 2009, ANTA Sports acquired the rights to use the brand in China (the company "Full Prospect"), from Belle International, Fila Korea still owned 15% shares of the joint venture company "Full Prospect".

On May 2011, Fila Korea Ltd. has acquired global golf equipment maker Acushnet Company, becoming the new owner of leading golf brands such as Titleist for \$1.23 billion.

➤ **Fila in pop culture**

- The brand Fila was heavily featured in the 1986 movie *Soul Man*.
- The brand Fila was heavily featured throughout the entire run of HBO crime series "The Sopranos."
- The Fila logo is presented in the Super Famicom tennis video game *Super Final Match Tennis*.^[6]
- The Fila Store is one of the drop off points in the video game *Crazy Taxi*.
- Fila Decathlon was the title of a game for Game Boy Advance Developed by THQ.
- Toji Suzahara from Neon Genesis Evangelion wears a track jacket with the word FILA stitched on the front.
- Fila clothing was also very popular in the 1980s rap scene (today often called Old school hip hop). Examples are the song "Do the Fila" by Steady B, "Put your Fila's on" by Schoolly D or even a whole group labeled Fila Fresh Crew. Also the cover of Just-ICE's first album makes use of Fila signs.
- On the other hand, in their 1989 song "The Sounds of Science", the Beastie Boys exhorted listeners to "Rock my Adidas; never rock Fila."
- However, in a dramatic reversal five years later, Mike D tried to mount a Fila revival, only to encounter considerable resistance: "Step into the party with the Fila fresh gear, people looking at me like I was David Koresh here" ("The Scoop", Ill Communication, 1994).
- In (You Gotta) Fight for Your Right (To Party!) by the same, Mike D wears a FILA t-shirt throughout.
- The main character of *Prince of Tennis*, Echizen Ryoma wears Fila sportswear for everyday use. His Fila cap and shoes are his trademark.

6. Keds (shoes)

Keds is an American brand of canvas shoe with rubber soles, introduced in 1916 by U.S. Rubber (later known as Uniroyal, then Uniroyal Goodrich, and finally acquired by Michelin), later acquired by Stride Rite, and currently owned by Collective Brands.

When choosing a name, the initial choice was Peds, from the Latin meaning foot, but that name was already a trademark. Keds were first mass-marketed as canvas-top "sneakers" in 1960. They became known as *sneakers* because the rubber soles allowed sneaking around silently.

In the 1960s and 1970s, Keds added to its range of casual shoes a line of athletic shoes called Pro-Keds for more serious use, specifically for basketball. Keds have been used by many athletes. In countries like India, Keds has been transformed into a generic brand and until recently any athletic shoe was customarily called a Keds. Keds are a staple at physical training classes in the school curriculum, and usually the students are needed to compulsorily wear the basic white Keds for their classes.

➤ 1980s to late 1990s

From the mid-1980s through the mid-1990s girls wore Keds with leggings and oversized tee shirts, oversized sweatshirts, or oversized sweaters and slouch socks, with baby doll dresses with bike shorts with or without lace and sometimes slouch socks, as part of a cheerleading uniform with slouch socks, or in colder weather with leggings and slouch socks. They were seen being worn on television by Joanie Cunningham (played by Erin Moran) on *Happy Days*, Kelly Kapowski (played by Tiffani Thiessen) on *Saved by the Bell*, Stephanie Tanner (played by Jodie Sweetin) on *Full House*, many of the girls on *Kids Incorporated*, Samantha Micelli (played by Alyssa Milano) on *Who's The Boss*, Carol Seaver (played by Tracey Gold) on *Growing Pains*, Becca Thatcher (played by Kellie Martin) on *Life Goes On*, and during the first two seasons of *7th Heaven* by Lucy Camden (played by Beverley Mitchell). Feature film examples include being worn by Frances "Baby" Houseman (played by Jennifer Grey) in *Dirty Dancing* and in 1996's *Matilda* worn by the title character (played by Mara Wilson).

➤ **Late 1990s to 2006**

Keds lost popularity in the late 1990s, but sales increased in the mid 2000s. "The Champion" sneaker in the traditional white and black leather and canvas uppers remained essentially unchanged, but became available in other colors and patterns. In 2006 some of the Men's "Keds Triumph" sneakers were reintroduced, though Keds have always been more popular with women than with men.

➤ **2008**

Keds launched the Keds Studio, which allows customers to create custom Keds shoes using images, text, and colors provided by Keds or from the customer's own files.

➤ **2009-2011**

Keds launched Keds Green in March 2009. The shoes feature organic cotton uppers, 20% recycled rubber soles, non-toxic inks and dyes, nickel free eyelets, and shoelaces made from 100% recycled polyethylene terephthalate (PET).

7. Converse (Shoe Company)

Converse is an American shoe company that has been making shoes, lifestyle fashion and athletic apparel since the early 20th century.

History

➤ 1908–1941: Early days

In his late 30s, Marquis Mills Converse, who was previously a respected manager at a footwear manufacturing firm, opened the Converse Rubber Shoe Company (unrelated to the Boston Rubber Shoe Company founded by fourth cousin Elisha Converse) in Malden, Massachusetts in February 1908. The company was a rubber shoe manufacturer, providing winterized rubber soled footwear for men, women, and children. By 1910, Converse was producing 4,000 shoes daily, but it was not until 1915 that the company began manufacturing athletic shoes for tennis.

The company's main turning point came in 1917 when the Converse All-Star basketball shoe was introduced. Then in 1921, a basketball player named Charles H. "Chuck" Taylor walked into Converse complaining of sore feet. Converse gave him a job. He worked as a salesman and ambassador, promoting the shoes around the United States, and in 1932 Taylor's signature was added to the All Star patch on the classic, high-topped sneakers. He continued this work until shortly before his death in 1969.

Converse also customized shoes for the New York Renaissance (the "Rens"), the first all-African American professional basketball team. On March 2, 1962, Wilt Chamberlain, an American basketball player for the Philadelphia Warriors, scored 100 points in a game while wearing his pair of Chucks, taking a 169–147 victory over the New York Knicks.

➤ **1941–present: War, bankruptcy, and new management**

When the U.S. entered World War II in 1941, Converse shifted production to manufacturing rubberized footwear, outerwear, and protective suits for the military. Widely popular during the 1950s and 1960s, Converse promoted a distinctly American image with its Converse Yearbook. Artist Charles Kerins created cover art that celebrated Converse's role in the lives of high school and college athletes.

Through its shoes, Converse developed into an iconic brand, and came to be seen as the essential sports shoe. In the 1970s, Converse purchased the trademark rights to Jack Purcell sneakers from B.F. Goodrich.

Converse lost much of its apparent near-monopoly from the 1970s onward, with the surge of new competitors, including Puma and Adidas, then Nike, then a decade later Reebok, who introduced radical new designs to the market. Converse found themselves no longer the official shoe of the National Basketball Association, a title they had relished for many years. While being employed at Converse, one of its employees, Jim Labadini (1968-78), created the chevron and star insignia / logo that still remains on most Converse footwear items that are not classic Chuck Taylors.

The loss of market share, combined with poor business decisions, forced Converse to file for bankruptcy on January 22, 2001. In April 2001, Footwear Acquisitions, led by Mardsen Cason and Bill Simon, purchased the brand from bankruptcy and added industry partners Jack Boys,

Jim Stroesser, Lisa Kempa, and David Maddocks to lead the turnaround of America's Original Sports Company.

The new team drove Converse from the 16th largest footwear company to number 7 in less than 2 1/2 years, leading to a buyout by rival Nike on July 9, 2003 for \$305 million, qualifying as the merger and acquisition of the year in 2003.

Converse has become a fashionable shoe of choice for many celebrities including Willow Smith, Drew Barrymore, Demi Lovato, and Kristen Stewart, who wore them on the red carpet. The only NBA player currently¹ wearing Converse is Udonis Haslem. JJ Barea and Kirk Hinrich were former long-time endorsers who switched to Nike during the course of the

2011-2012 season. Long-time endorsers Elton Brand, Louis Williams, and Kyle Korver switched to Nike for the 2012-2013 season, along with most other Converse endorsers. Chris Andersen was waived by the Denver Nuggets on 17 July 2012.

➤ **Converse skateboarding**

Converse launched its skateboarding program in 2009 with a team of "ambassadors": Anthony Pappalardo, Nick Trapasso, Sammy Baca, Ethan Fowler, Raymond Molina, and Rune Glifberg.

In 2012, the company added Jason Jessee and Mike Anderson to its ambassadors team.

Shoes

➤ **Chuck Taylor All Star basketball shoe**

The Chuck Taylor All Star shoe has developed a number of nicknames over the years, such as: "Cons", "Connies", "Convics", "Convos", "Verses", "Chuckers", "Chucks", "Converse", "Chuckalos", "Chuckies", "Chuck Ts", or "Chucker Boots" or "Chuck Taylors" for the higher styles. For decades the Chuck Taylor All Star basketball shoe only came in black, with a white variant released in 1947. Under pressure from basketball teams Converse decided in 1966 to manufacture other colors. Different materials also began to be used, starting in the 1970s, including leather, suede and vinyl, and even hemp, rather than just canvas. Besides high-tops, low-cuts and later knee-high versions were produced.

➤ **The Weapon**

In 1986, Converse released "The Weapon" basketball shoe. Manufactured in two color schemes to match the kit colors of basketball teams, it has been available in both high-top and low cut varieties. The unique aspect of this shoe is the leather construction throughout, including the inside heel which is also heavily padded for comfort. Converse re-released "The Weapon" classic (which Kobe Bryant wore at least three times in 2002 and Andre Miller wore numerous times in 2002 from mid August to early September) several times from 2001-2003 and after, "The Loaded Weapon" in 2003, "The Weapon 86" in 2008, and "The Weapon EVO" in 2009.

The first endorsers of "The Weapon" were Larry Bird and Magic Johnson, who were prominently featured in a Converse commercial set in Bird's hometown of French Lick, Indiana in 1986. They were also worn by Axl Rose in the Guns N' Roses music video "Estranged".

➤ **Special editions**

Several special editions of Converse shoes have been made, including DC Comics, The Ramones, AC/DC the Sailor Jerry, Metallica, The Clash, Dr. Seuss, Grateful Dead, Ozzy Osbourne, Jimi Hendrix, Drew Brophy, Nirvana, Bad Meets Evil, and Gorillaz the Control, green, brown or camouflage edition, Super Mario, and the Danny Potthoff. Three new designs were created for high tops, inspired by The Who.

8. K-Swiss

K-Swiss, Inc. (NASDAQ: KSWI) is an American footwear company based in Westlake Village, California. The company designs, develops, and markets a range of athletic shoes under the K-Swiss brand.

➤ History

K-Swiss was founded in 1966 in Los Angeles, California, by the two Swiss brothers Art and Ernie Brunner who became interested in tennis after immigrating to the United States, where they introduced the first leather tennis shoes.

In 1986, Steven Nichols, while working at Stride Rite, was so impressed with the K-Swiss tennis shoe that he tried to convince his bosses to purchase the K-Swiss company. When his superiors passed on the opportunity he headed a group of investors that bought the company for \$20 million. Mr. Nichols called the K-Swiss white stripes on white leather tennis shoe a "classic 50-year shoe", and in 2005, global sales passed \$500 million. The company has grown internationally and passed \$100 million in revenue in Europe in 2006. It acquired the Royal Elastics shoe firm in 2001, but sold it off to a management-led investment group in 2009.

In the 1990s, Steven Nichols boosted K-Swiss's marketing budget and hired a number of key individuals from large companies, such as Procter and Gamble, and began a marketing blitz around the K-Swiss brand. Advertising campaigns encouraged users to personalize the trademark stripes under the slogan "Put Your Spin on It." The brand includes their color changing K-Swiss Tongue Twister in 2003, the Stripe Shifter, and most recently their Band Em footwear styles.

Steven Nichols owns a little over 22% of the K-Swiss company (2006). His son David Nichols is the company's Executive Vice President since 1995 and President of Europe Operations.

In July 2011, an advertising video was released wherein the fictional character Kenny Powers was reported to have "purchased" 51% of K-Swiss stock.

9. New Balance

New Balance Athletic Shoe, Inc. (NBAS), best known as simply New Balance, is an American footwear manufacturer based in the Brighton neighborhood of Boston, Massachusetts, United States of America. It was founded in 1906 as the New Balance Arch Support Company. Eschewing expensive advertising campaigns, it has, nevertheless, grown to be one of the largest makers of sports footwear in the world. New Balance has continued to maintain a manufacturing presence in the United States as well as in the United Kingdom for the European market, where they produce some of their popular models such as the 990 model, in contrast to its competitors in the same market space who do not manufacture in the USA or UK. The result of this is that New Balance shoes tend to be more expensive than those of many other manufacturers. To offset this pricing difference, New Balance claims to differentiate their products with technical features, such as a blend of gel inserts, heel counters, and a greater selection of sizes, particularly for very narrow and/or very wide widths.

➤ History

In 1906, William J. Riley, a 33-year old British emigrant, founded the New Balance Arch Support Company manufacturing arch supports and other accessories designed to improve shoe fit in the Boston area. His first product, a flexible arch support, was designed with three support points to provide greater balance and comfort in the shoe. It is believed that Riley came up with the name "New Balance" by observing chickens in his yard and demonstrated the way his arch supports worked by keeping a chicken foot on his office desk. He explained to customers that the chicken's three-clawed foot resulted in perfect balance. In 1927, Riley hired Arthur Hall to be a salesman. In 1934, Hall became a business partner and found his niche by marketing to people whose jobs required them to spend much time standing.^[2] In 1956, Hall sold the business to his daughter Eleanor and her husband Paul Kidd.

Eleanor and Paul Kidd continued to sell mainly arch supports until 1960, when they designed and manufactured the "Trackster," the world's first running shoe made with a ripple sole. It was also the first running shoe to come in varying widths. The "Trackster" was given a big boost through the YMCA programs in which it became the unofficial shoe. College track teams such as MIT, Tufts University and Boston University adopted the New Balance

Trackster for their cross-country teams, soon to be followed by other colleges and private high schools around the country. Marketing was mostly word-of-mouth or local sports fairs. Sales languished until 1972 when current Chairman Jim Davis bought the company the day of the Boston Marathon. At the time, the company consisted of 6 people making 30 pairs of shoes daily and selling products mostly through mail-order with a few U.S. retailers. Jim committed himself to uphold the company's traditional commitment to individual preferences, customer service and quality products. His future wife Anne, who joined the company in 1978, focused on building a distinct culture for New Balance employees and customers. Their timing was perfect, as the Boston area became a center for the running boom that struck the U.S. in the 1970s. Their product line expanded and sales grew rapidly. The company prospered, and the Davises looked to expand New Balance into a global company. The company is now run by Rob DeMartini. DeMartini's background includes Procter & Gamble and Gillette Shave Company. Today, 30% of the New Balance shoes sold in the European market are manufactured at the New Balance facility in England.

➤ Shoes

New Balance is one of few shoe manufacturers to offer the majority of its shoes in a wide range of widths, typically men's range from B to 6E with 3 other widths in between (D, 2E, 4E) and one narrower offering (2A). Women's range from 4A to 4E with four widths to choose from in between (2A, B, D, 2E). New Balance does not give names to the shoes it sells, instead referring to them by a 2, 3, or 4 digit model number. This is done to "place an emphasis on the New Balance philosophy, not any one particular shoe". When a shoe is redesigned, the model number is increased by one. The numbering system originated from the price. The Tracker 320 was \$32, the 990 was \$99, etc. However, now the model number reflects the category of the shoe such as stability, neutral, lightweight, and motion control. The numbering system allows customers to identify which shoes are in the categories that best fit their needs.

10. Under Armour

Under Armour is an American sports clothing and accessories company. The company is a supplier of a wide range of sportswear and casual apparel mainly focusing on hi-tech sportswear for professional athletes. Under Armour began offering footwear in 2006. Under Armour's global headquarters is located in Baltimore, Maryland. Its European headquarters is located in Amsterdam's Olympic Stadium; additional offices are located in Denver, Hong Kong, Toronto, and Guangzhou.

Under Armour was founded in 1996 by Kevin Plank, a then 23-year old former special teams captain of the University of Maryland football team. Plank initially began the business from his grandmother's basement in Washington, D.C.

As a fullback at the University of Maryland, Plank got tired of having to change out of the sweat-soaked T-shirts worn under his jersey; however, he noticed that his compression shorts worn during practice stayed dry. This inspired him to make a T-shirt using moisture-wicking synthetic fabric. After graduating from the University of Maryland, Plank developed his first prototype of the shirt, which he gave to his Maryland teammates and friends who had gone on to play in the NFL. Plank soon perfected the design creating a revolutionary new T-shirt built from microfibers that wicked moisture and kept athletes cool, dry, and light. Major competing brands including Nike, Adidas and Reebok would soon followed in Plank's footsteps with their own version of Under Armour's moisture-wicking apparel.

By the end of 1996, Under Armour had sold 500 Under Armour HeatGear shirts, generating \$17,000. In 1997, Plank had \$100,000 in orders to fill and found a factory in Ohio to make the shirts. People began to take notice of the brand when a front page photo of *USA Today* featured Oakland Raiders quarterback Jeff George wearing an Under Armour mock turtleneck. Following that front page, Under Armour's first major sale came when an equipment manager from Georgia Tech asked Plank for 10 shirts. This deal Georgia Tech Yellow Jackets opened the door to a contract with Arizona State University, North Carolina State and other Division I football teams. With positive reviews from players, word began to spread and orders began to increase. That same year, Under Armour launched with several new apparel lines including ColdGear, TurfGear, AllseasonGear, StreetGear.

➤ **Rapid growth**

Under Armour received its first big break in 1999 when Warner Brothers contacted Under Armour to outfit its two upcoming films, Oliver Stone's *Any Given Sunday* and *The Replacements*. In the film *Any Given Sunday*, Willie Beamen, played by Jamie Foxx, wears an Under Armour jockstrap. Leveraging the release of *Any Given Sunday*, Plank purchased an ad in *ESPN The Magazine*. The ad generated close to \$750,000 in sales, and nine years after starting the company, Plank finally put himself on the payroll.

The following year, Under Armour became the outfitter of the new XFL football league, gaining even more attention during the league's debut on national television. In 2003, the company launched its first television commercial, which centered on their motto, "Protect this house." In late 2007, Under Armour opened its first retail location, at the Westfield Annapolis mall in Annapolis, Maryland.

➤ **Present day**

In May 2008, Under Armour also opened a larger 6,000-square-foot (560 m²) store at Westfield Fox Valley in Aurora, Illinois. Under Armour has since opened several specialty stores and factory outlet locations in 34 states. Under Armour recently opened their first store outside of North America. This is located in Edinburgh, Scotland and is run and owned by First XV, the rugby store situated next door. In 2009, baseball Hall of Famer Cal Ripken Jr. formed an alliance under which the company would have significant presence at several venues and events under the auspices of Ripken Baseball, including providing uniforms for the minor league Aberdeen IronBirds and youth teams participating in the Cal Ripken World Series.

Leather Sector of Bangladesh

Leather is a traditional export item of Bangladesh. Hides and skins produced in the country enjoy a good reputation worldwide for their quality. The country, however, has had little success in realizing the potential export earning from the sector. The business community and trade experts believe that export earnings from the sector could be substantially increased if the hides and skins are transformed into high-quality leather and leather products. This, however, depends on adoption of appropriate policies on the part of the government and business community to develop the sector. The products must be improved to satisfy the quality requirements demanded by the consumers of the international market especially of the developed world. Potentials for future export growth is considered to be high provided that product diversification and quality improvement can catch up with the international standard. The low wage rate and poor enforcement of environmental laws and rules have given the country's leather sector a comparative advantage in the world market. Moreover, the country enjoys duty exemption under the GSP (Generalized System of Preference) from most the importing countries of the developed world. Bangladesh has adopted an export-led growth strategy for its economic development. It is therefore an imperative for the country to maintain a sustained growth of export to accelerate the pace of development and alleviation of poverty. The trend of globalization with the formation of the World Trade Organization (WTO) and the integration of the world trading system under its rules and regulations has been accompanied by a reduction of tariff and other no-tariff barriers. While this provides an opportunity for a country like Bangladesh to boost its export, new challenges involving health and safety, environmental and social issues are increasingly linked to trade and market access.

In addition to product quality and standards, good environmental and social practices would ensure better market access. International standard like ISO are being promoted by the WTO. The international trade related agreements such Technical Barriers to Trade (TBT) and Sanitary and Phytosanitary Measures (SPS) allow the member countries to set their technical regulations and voluntary standards for importable goods and services. The Leather sector of Bangladesh has a large leather industry. These industries make leather based products, such as shoes, belts, bags, and jackets. These products are sold both in the domestic and foreign markets. Leather Footwear is the fastest growing segment of the leather industry. Bangladesh meets the demand for about 10% of the world's total leather market. The main benefit of the leather industry of Bangladesh is the ample supply of raw materials.

Bangladesh which has a good potential for export has to address and comply with the international standards as well as environmental and social issues through good housekeeping in the domestic industry. It may be noted that other key export sectors like garments and shrimp are also gradually adopting the international standards to ensure the sustainability of export. The realization of the export potential of the leather sector depends on how well the sector can respond to those international standards through a concerted efforts of the business community, exporters and the government.

Leather Sector in the Economy of Bangladesh

The Leather sector plays a significant role in the economy of Bangladesh in terms of its contribution to export and domestic market. Bangladesh currently produces about 20.0 million sq. meters of leather and leather goods per year. The total production of leather and leather goods shows an increasing trend over the years. Beginning with the 1993/94, the production increased from 14.60 in 1993/94 million sq. meters to 15.90 million sq. meters in 1995/96. It fell to 11.95 million sq. meters in 1996/97. Since 1996/97, there has been a steady increase in the production of leather and leather goods which reached 19.91 million sq. meters in 2000/2001.

Export of Leather and Footwear

Bangladesh earned 288 million US dollar from the export of leather and leather footwear in the year 2000/2001. The total export earning of the country for the same year stood at 6.47 billion dollar. In other words, leather and footwear accounted for about 4.5 percent of total export of the country. The share of leather sector in the total export declined over the years. The Leather sector now contributes less than 5% to the total export compared to 7% about a decade ago.

Leather Footwear Industry in Dhaka

Leather processing is an old manufacturing sub-sector in Bangladesh with a long heritage of over six decades. Availability of indigenous raw material (hides and skins) facilitated the setting up of the industry in early 1940s in the then East Bengal. During Pakistan period (1947-1971), the industry was dominated by non-Bengali migrants from India, who had the knowledge and the know-how of leather processing industry. At that time, leather processing was limited to the production of wet blue leather (semi-processed tanned leather) and the non-Bengali traders exported a large part of the produce to West Pakistan for further processing and production of leather goods. A few small tanning units belonged to Bengali entrepreneurs who processed leather mainly for the domestic market.

After the independence of Bangladesh, the government took over the tannery industry abandoned by the departing non-Bengali entrepreneurs but had limited success in operating them under the public sector. Export of processed leather consisted almost entirely of wet blue leather till 1980-81. After 1981, a number of policy support measures aimed at raising the level of value addition in the industry provided incentive for new private investment in leather industry. The ban on export of wet blue leather in June 1990 led to the setting up of modern leather tanning units for the production of crust leather (tanned leather after further processing of wet blue leather) and finished leather and this was followed by new investment in leather goods industry, particularly leather footwear.

However, till now leather industry occupies only a modest position in Bangladesh economy way below its true potential. Thus, in 2001-02, value addition in leather enterprises with 10 or more workers amounted to Tk. 8,737 million (\$152 million), which was about 3 percent of manufacturing value added in that size group of industries. Total employment in leather enterprises with 10 or more workers was 27,686 or about 1 per cent of manufacturing employment in that size group. In 2007-08, export of leather and leather products amounted to \$463 million, which was around 3.3 percent of total export earnings in that year. There are three broad components of the leather industry (i) Leather tanning (BSIC Code 1911), (ii) Leather footwear (BSIC Code 1921) and (iii) Other leather products such as handbags, carry bags, wallets, cases etc (BSIC Code 1912). In 2001-02, leather footwear contributed 66 percent of total value addition in leather industry (with 10 or more workers) followed by leather tanning (31 percent), and other leather products (3 per cent). Leather footwear accounted for 28% of export earnings from leather and leather products in 2007-08, while the

share of leather and other leather products were 68% and 4% respectively. Thus notwithstanding its small size, leather industry in Bangladesh seems to have undergone significant transformation during the past two decades from a low value addition tanning activity to a producer of leather footwear and leather goods along with high value added crust and finished leather.

Locational Concentration

Historically, the tannery industry got concentrated in the Hazaribagh area of Dhaka city where nearly 90% of all tanneries are located. This concentration occurred in an unplanned manner posing grave threat to the environment. Hence, the government has taken a move to shift the industry to a leather estate at Savar outside the city. There is also locational concentration of leather footwear industry in Bangladesh. Nearly 90% of all leather footwear making units is located in and around Dhaka city with some leather footwear making units existing in Chittagong and Khulna city and in Bhairab of Kishoreganj district. Within Dhaka city, there is a concentration of small leather footwear making units (having 10-49 workers) in two areas known as Siddique Bazaar and Bongshal where nearly half of these small units are located. Others areas of concentration of small and medium leather footwear making units in and around Dhaka city include Lalbag, Nazirabazar, Sitpatli, Bangladuar, Alu Bazar, Dakkhin Moishundi, Pagla and Nawabpur.

Growth of Leather Footwear Industry

Between 1991-92 and 2001-02, value addition in leather and leather goods industry having 10 or more workers increased at an annual compound rate of 8.5%. During the same period, value addition in leather footwear industry in the same size group increased at an annual rate of 15.4% raising the share of leather footwear in leather and leather goods output from 35.7% in 1991-92 to 66% in 2001-02. In fact, leather footwear gained in importance in the overall manufacturing sector of Bangladesh during this period raising its share in manufacturing value added (10 or more workers) from 1.4% in 1991-92 to 2% in 2001-02. Growth of leather footwear industry also contributed to growth of manufacturing employment. Thus, in the 10 or more workers size group employment in leather footwear experienced a yearly compound

growth of nearly 6.6% during 1991-92 to 2001-02. Export of leather and leather products increased from about \$137 million in 1990-91 to \$415 million in 2007-08 showing a trend growth rate of 11.6%. Before 1990-91, there was no export of leather footwear and in 1990-91 export of leather footwear stood at only \$2.8 million. During 1990-91 to 2007-08, leather footwear export increased at a trend rate of 16.7% and stood at nearly \$115 million in 2007-08 raising the share of leather footwear in total export of leather and leather goods from a paltry 2% in 1990-91 to 28% in 2007-08.

Leather industry is a vital component of Bangladesh economy in terms of foreign exchange earnings since it is the third highest foreign exchange earner after RMG and frozen food. The industry is generally export based. More than 80% of leather and leather products of Bangladesh are marketed abroad, mostly in the form of crushed leather, finished leather, leather garments, and footwear. More than 200 modern tannery units are now in operation in the industry. With the exception of a few tanneries located in Chittagong and other places of the country, tanneries located mostly in the Hazaribagh area of Dhaka city. The country's share in the world leather market is still very insignificant with a share of 0.36% of world leather trade in 2004. An important characteristic of the leather industry in Bangladesh is its rather poor domestic demand. This promising sector is suffering from a host of problems including problems related to management and infusion of advanced technology and innovative and integrative marketing strategy. Issues related to concerns for the environment generated by the tanneries and health and hygiene factors for both the tannery workers and the people living nearby continue to haunt the image and operational efficiency of the sector.

Industry Profile

The leather industry in Bangladesh is well established and is an important foreign exchange earner. The industry is entirely in the private sector which has proved to be fully capable of handling it. Out of the total 207 tanneries of Bangladesh, 186 are located haphazardly in Hazaribagh area in Dhaka where 84 per cent of the total supply of hides and skins are processed in a highly congested area of only 70 acres of land. The unplanned tanneries at Hazaribagh do not have supporting infrastructure facilities. No tannery in the area has effluent treatment facilities, posing a grave threat to environment. The industry, however, is in the process of shifting to Savar in consideration of the pollution it cast upon the Dhaka City and because of an acute lack of space for expansion and modernization. Over 50

manufacturers are producing various leather items such as footwear, travel goods, suitcases, briefcases, fashion accessories, belts, wallets, hand bags, case holders etc. for overseas export. Most of the small tanneries are family owned and operated as cottage type industries. Many of them are established as proprietorship or partnership. The larger tanneries are basically public or private limited companies. Only a few tanneries have proper accounting practices and financial controls in place to define their profitability and financial condition. The principal raw materials for this industry are cowhides and goat skin. The annual domestic supply of hides and skins is around 200 million square feet, consisting of 63.98% Cowhides, 32.74% goat skin, 1.09% Sheep skin and 2.21% buffalo hides. Local Consumption of leather is around one fifth of the total output and the rest 80% is exported in the form of Crust leather (75%), and finished leather (20%), Footwear and leather goods (5%). Though there has been some appreciable improvement in animal husbandry and butcher's techniques in Bangladesh in recent times, it may take quite some time to reach the international standard. The Black Bengal and other variants of goat skin from Bangladesh enjoy an excellent reputation for quality worldwide. At present, the leather sector accounts for 3-4 per cent of total export earnings. According to Bangladesh Export Promotion Bureau (EPB), contribution of leather sector to total GDP was 0.32% in 2005.

At present leather and leather products are exported to about 53 countries of the world. The major importing countries are: Italy, Brazil, Germany, Singapore, China and the USA. EPB sources report that export earning from leather goods was US\$ 287.78 million in 2004-2005, out of which, about 80% are from leather and the rest is from finished leather goods. Figure-2 exhibits that the export growth rate of Bangladesh leather sector declined initially in the year 1998-1999 because there was economic recession in Bangladesh due to massive flood. During this period (from 1998 to 2005), the growth rate was highest in 2000-2001 (16.32%). In the year 2002-2003 export growth rate was negative because of the global economic recession as a consequence of the War in Iraq, the Twin Tower (9/11) incident, rise of international terrorism, fundamentalist orientations, etc. Export growth rate for the year 2004-2005 was 8.22%. Foreign investment to the industrial leather sector of Bangladesh has been very limited.

Till March 2003, the total foreign investment in the industrial leather sector was \$136.12 million, which is only 1.33 per cent of the total foreign direct investment into the country.

This sector is also a major employer of semi-skilled workers, which is a vital step towards alleviating unemployment. Information obtained from a number of credible sources exhibits that in total (accumulated) 741,000 people are employed directly or indirectly in leather and its sub-sectors. 200,000 people are involved in raw hide collection and supply and 50,000 are working in tanning industry. About 300,000 workers are associated with retailing of leather. Currently it is estimated that about 150,000 persons are employed in the footwear industry, 30,000 persons are in leather goods industry and another 8000 persons are involved in exporting of leather and by product processing. (Source: BCLT, LSBPC, ILO, BBS, GTZ, RSMA and ITC-ATF) Despite having a great potential for growth, the net results of development efforts undertaken for the leather export sector of Bangladesh have been far from impressive due to the poor quality of processing, illegal export to India, poor technological base, inadequate financing, low value addition, lack of marketing skill, incorrect planning and improper implementation.

Industry Life Cycle: Growth Potential

The leather industry with over Taka 160 billion annual export earnings is the country's third biggest foreign exchange earner after the RMG and the frozen food sectors. Local and foreign experts believe that this sector could replicate the successes of the Readymade Garment (RMG) sector if the government and genuine entrepreneurs join hands for effective cooperation and develop the sector with a comprehensive strategic plan. Leather industry is growing all over the world – both in market potentials and in installed capacity. For Bangladesh, export earning only from leather was US\$ 207 million in 2001- 2002 and it is expected to reach US\$ 235 million in 2005-2006 as the demand for quality raw material for finished leather goods is increasing in developed countries.

The size of the global footwear market is enormous as well. A thorough analysis of the historic data shows that factors like demographic composition, depth and reach of urbanization and distribution of wealth have consistently shaped the growth of the footwear industry. Though till now Bangladesh has shown poor performance in the

leather goods sector, it has a good growth potential if entrepreneurs can avail modern technology to diversify their products and designs according to international market trends and apply modern tools for marketing & promotion.

Realizing this sector's growth potential, Bangladesh Government has reiterated its decision to treat the industry as one of the thrust sectors and reduce interest rates for industrial credit to this sector to seven percent (7%). The government has decided to develop a leather industrial area at Savar, outside Dhaka where tanneries from Dhaka would be shifted to free the Hazaribagh area and the river Buriganga in general, where most of the tanneries are concentrated, of pollution. About 200 leather units would be re-located at the new site with modern waste-treatment plants to create a healthy environment. Presently, many of the advanced communities consider Bangladesh as a worthwhile investment destination due primarily to: (i) an abundance of a marked low-wage labour force, and (ii) the existence of export processing zones and facilities including incentives like tax holidays for 10 years. A report of Japan-Bangladesh Business Associations including Japanese Commerce and Industry Association (SHOO-KOO-KAI) shows in clear terms that remarkable economic development and concentration of massive FDI within a short period of time in China, increasing labour costs in Thailand, and inadequate domestic market for high-income groups in Vietnam, is leading Japan to think of investing more in Bangladesh, particularly in area like leather. Also about 10% of the total population of Bangladesh (14 million) is recognized to have an income level comparable to that of their rich country counterparts. Assuming that two pairs of footwear are purchased by a person in this group, the demand for footwear would be 20 million pairs per year. Hence, there is a large latent domestic market for quality footwear and other leather goods in Bangladesh as well.

Footwear sector enters into the era of maximum value addition

Footwear sector enters into the era of maximum value addition. As an intermediary product, leather has been among the top three products of Bangladesh's export's basket for the last several decades. But the scenario is changing now.

Export of finished leather goods or fully value-added items has surpassed the earnings from intermediary leather products, shows a report of the Export Promotion Bureau.

Industry people said fast expansion of export-oriented footwear and fashion leather goods industries has pushed Bangladesh's leather industry into a new era. They said more expansion would be there as global importers are taking new interest in sourcing from Bangladesh.

Many in the industry say that a billion dollar worth leather goods export sector for Bangladesh would emerge before long and would flourish like the apparel industry.

Footwear shipments earned \$197 million in eight months of the current 2010-2011 fiscal year, growing more than 48 percent over the corresponding period of the last fiscal year.

Exports of non-footwear fashion leather goods, like handbags, travel bags, purses, and belts etc, increased by 153 per cent in July-February of the current fiscal year to \$36.4 million.

On the other hand, leather shipments earned \$176 million in July-February, growing 35 percent year-on-year.

Industry insiders said growth in leather exports in term of volume remained slow but increased unit price in global market kept the earning growing.

But, they said, leather footwear and other finished leather goods shipments continued sharp increase in volumes also as production capacity in these industries are growing quite fast.

'Bangladesh's leather sector has entered into a new era of maximum value addition,' said Syed Nasim Manzur, managing director of Apex-Adelchi Footwear, the country's largest shoe-exporting factory.

Nasim sees that a huge room is there for Bangladesh in several hundred dollars worth of global market of footwear and fashion leather products.

Industry people say EU and Japan have been the traditional market for Bangladeshi footwear industry, but huge demands are coming recently from USA, which is quite a new market destination for Bangladeshi footwear exporters.

Apex's Nasim said demand from earthquake-ravaged Japan might slow down in the coming months, but industry sees that fresh demand from USA, EU and other markets are very much convenient for further expansion of the industry here.

Though in the next two years the existing factories are likely to export more shoes, it is the new capacity [expanded and new factories] that will come on stream from early 2011 that is expected to cause the huge spur in growth.

The Export Processing Zones at present have 18 shoe and leather goods factories but there are at least seven large factories under construction, mostly owned by big manufacturers in the shoe world.



The factories under construction include Korean company Youngone's footwear complex which is said to be the largest in Asia.

An official of Bangladesh Leather Goods Manufacturers' and Exporters' Association told New Age that shipment of fashion leather goods like women hand bags and purses increased sharply in recent times.

He informed New Age that increasing number of western retailers, who are working on diversified sourcing, have spotted Bangladesh as a potential source of fashion leather products as some manufacturers here have put efforts in product development.

'Exporting a square foot of processed leather earns at best \$ 3, but a pair of shoes, made by the same material, can earn at least \$15..... And it can be more than \$ 30, if it is changed into a ladies fashion handbag,' the official said, pointing out the huge scopes in finished leather goods exports.

Top local footwear company set to raise production:

Top local footwear makers and exporters are set to increase their production capacity to utilise the growing international demand for low-cost Bangladeshi shoes, industry insiders said.

Meanwhile, the footwear sector has earned \$335.51 million in export during the just concluded fiscal year (FY) 2011-12 against \$297.8 million of a year ago, Export Promotion Bureau (EPB) data revealed.

The leading manufacturers, including Apex-Adelchi Footwear Ltd, Jennys, Landmark, Leatherex, Bay Footwear and Picard Bangladesh, are increasing their production capacity by opening new factories and importing sophisticated machinery with latest technology.

The continuous growth in footwear export is the main reason that encouraged local companies to go for expansion, and the enhanced capacity will help the exports to the increased many fold in the coming years, industry people said.

Currently, the local companies make leather footwear worth around Tk 17 billion yearly, of which 40 to 45 per cent products are meant for shipment.

The country exports around sixty five million pairs of leather footwear a year, with Apex-Adelchi being the largest exporter.

"We are constantly improving the quality of our products by upgrading technology that we have imported mainly from Italy and Germany," Executive Director of Apex Adelchi, Abdul

Momen Bhuiyan told the FE.

"Besides, the US and European Union (EU) countries' move to cut dependence on China, is also pushing the buyers towards Bangladesh," Bhuiyan added.

Apex Group has recently set up a new footwear factory with latest machinery in Gazipur area to cope the increasing orders shifted from China, a high official of the company said.

Mazharul Haque, general manager of Jennys Shoes Ltd, said his company is set to increase its production to meet the increasing demand of the international market. The company has also initiated a move to increase its showrooms across the country.

"The demand for Bangladeshi leather-made footwear for both men and women is on the rise in the international market as the main exporter China has gradually been losing its competitiveness," he said,

Mr Haque also said the prices of Bangladeshi products are lower than those of India and China.

He said his company has set up a new factory in Gazipur recently for bulk production mainly to meet the increasing orders from Italy, Portugal and the UK.

Jennys exported 0.6 million pairs of shoes last year, while the annual turnover of the company stood around Tk 800 million.

AKM Afzalur Rahman, managing director of Landmark Footwear Ltd, said the increasing orders from Japan and European Union countries made his company increase its production capacity.

"Our low cost manpower and preferential facility in least developed country category have made us more comfortable to the international importers of leather products," he said.

"Orders from international buyers mainly from Japan and European countries have increased by more than 50 per cent during the last two FYs," he said adding his company also supplies footwear to the renowned Japanese brands like ABC.

Landmark introduced eight production lines in 2009, while each production line costs around Tk 50-60 million and can produce only one design. The company plans to add more production lines immediately, he said further.

Bata

➤ History

Every legacy of success begins somewhere. For the Bata Shoe Company, that place was the small riverside town of Zlin, Czechoslovakia, where three Bata siblings gathered a small inheritance from their mother, and officially established the T. & A. Bata Shoe Company. It was the year 1894 and a remarkable tale of enterprise had begun.

Founder Tomas Bata was a visionary dedicated to serving the needs of the people. In 1904, Bata introduced mechanization and mass production to shoemaking and created the "Batovka" - a working class shoe remarkable in its simplicity and style, yet lightweight and affordable. The

Bata name quickly became synonymous with quality and value, and in just over two decades Bata was selling 2 million pairs of shoes a year, and exports skyrocketed.

Throughout the early 1900s, even as world war, the Great Depression and Communism loomed, Bata continued to prosper. In 1931 it began to build factories, and entire towns, outside of Czechoslovakia. It wasn't long before Bata was recognized as an international brand known for its unmatched selection of styles. By the end of the 1930s, Bata operated in over three dozen countries.

Just as the 20th century progressed, so did Bata's international reach. When Communist governments nationalized all Bata companies in Eastern Europe, Bata persevered by rebuilding itself from the remaining entities located outside Eastern Europe. Further expanding the company's international umbrella, Thomas J. Bata, the founder's son, moved from Czechoslovakia to Canada with over 100 families and established the Bata Shoe Company of Canada. Families around the globe relied on Bata to supply them with sensibly priced shoes that met their needs and exceeded their wishes. By mid-century, Bata's superior product earned the trust and confidence of millions and Bata was positioned as the world's leading footwear exporter.



As the 20th century came to a close, Bata had been building relationships with generations of families for over 100 years. Thomas G. Bata, the founder's grandson, remained committed to that tradition in the emerging global marketplace. In a bold move, he replaced large, centralized factories with regional production facilities guided by four "meaningful business units" (MBUs), each having the flexibility and independence to produce footwear that responds to the unique needs of its region. As a result, Bata is honored to be a local company in every country it serves.

It is with pride that the Bata Company of today maintains close to 5,000 international retail locations and services over one million customers per day. From its simple start over 118 years ago, Bata has grown into a trusted global company that offers fashionable and affordable footwear to every member of the family.

We will grow through the 21st century by investing our resources in innovative comfort technology, remaining on the cutting edge of style, and ensuring quality and affordability. Now as then, we believe our success is a result of our commitment to our customers, and we'll continue to look to the future by reading our past.

➤ **They are innovators and leaders**

Since our founding in 1894, Bata has been at the forefront of innovation; not only in the production and design of new styles, but in the creation of business models that permit a quick response to the ever-changing wants and needs of our customers. As a result, Bata enjoys a long history as a leading manufacturer and retailer of quality footwear, and proudly serves some one million customers each day. With more than 30,000 employees, 5,000 international retail stores, and a presence in over 70 countries, Bata is positioned to deliver an unparalleled combination of selection, quality, and service to customers around the globe.

➤ **They are international and local**

Bata's reach is worldwide; its presence is local. Our novel international manufacturing structure allows Bata facilities around the globe to respond to the unique needs and wants of local customers. As a result, Bata is honored to be a local company in every country it serves. Bata continues to be guided by the same core principle it has followed for over one hundred years: to know its customers and to create the best possible products to meet their needs.



➤ **They are the future of footwear**

For over 13 decades, Bata has been on the leading edge of footwear design. Today, professionals in Bata's Shoe Innovation Centres around the world continue the tradition of innovation as they dedicate themselves to discovering new shoe materials, developing modern shoe technologies, and creating fresh footwear that marries style with comfort.

Apex

Apex Adelchi Footwear Limited (AAFL), formerly Apex Footwear Limited is the leading manufacturer and exporter of leather footwear from Bangladesh to major shoe retailers in Europe, North America and Japan.

AAFL was incorporated on January 04, 1990. In the same year it went into commercial production with an installed capacity of 1000 pairs per day and 350 employees. Today the company is producing 20000 pairs of shoes per day, employing over 8000 people.

AAFL pioneered the export of value added finished products in the leather sector of Bangladesh and today exports almost 4 million pairs of shoes to 127 footwear brands and retailers in 30 countries. AAFL's major customers include Gallus, ABC Mart and Macys in Germany, Japan and USA with projected export revenues of 100 million US dollars for 2010.

AAFL is also committed to the domestic footwear market and today has the fastest growing shoe retail network in the country, trading as Gallerie Apex. The local retail wing was established in 1997, with the vision of presenting the Bangladeshi consumers with the opportunity to experience quality leather footwear designed according to the latest market trends and technology from Europe. At the same time its product range is tailored to deliver value for money for different price segments in the local market.

The response from the local market has been phenomenal, and the company is proud to be able to provide its consumers with a wider range of products than before. While the company has earned its reputation predominantly through its men's shoes and sandals, it has recently expanded its ladies and kids product range as well. Gallerie Apex currently has more than 146 retail outlets throughout the country in addition to over 275 authorized retail sales distributors (RSDs) to ensure nationwide coverage of its footwear.

Gallerie Apex has recently launched the SchoolSmart and Twinkler brands in its stores to cater to the kids segment. The company is also in the process of launching a number of new brands tailored specifically for the local market. Through all its activities, AAFL is committed to productivity and quality to attain its objective of being a leading footwear manufacturer of Asia through its mission of "Honest Growth".



A leading manufacturer and exporter of leather footwear from Bangladesh to major shoe retailers in Western Europe, North America and Japan.

The company has revenues of USD 100 million in 2010. AAFL pioneered the export of value added finished products export in the leather sector of Bangladesh and is also involved in the local footwear retail business with the second largest shoe retail network in the country. AAFL has strategic, technical and marketing alliances with Italy. Public listed and traded since 1993, AAFL is professionally managed, currently employs 8000 persons and is in full compliance with Corporate Governance Compliance Report under Section 2CC of the Securities Exchange Commission Notification Order.

Gallerie Apex is the local manufacturing and retail wing of Apex Adelchi Footwear Limited (AAFL). While AAFL has predominantly earned both critical and commercial fame through export of high quality leather footwear in the international arena, Gallerie Apex has sought to adeptly make use of that expertise to provide high quality, fashionable footwear to the Bangladeshi consumers. With over 146 own retail outlets and 275 authorized resellers, Gallerie

Apex ensures nationwide coverage of its diverse range of footwear for its consumers. Through its eight in-house brands, namely Venturini, Apex Men's, Sprint, Moochie, Nino Rossi, Sandra Rosa, Apex Women's and Apex Kids, Gallerie Apex carries a huge selection of shoes and sandals, ensuring that each of our valued customer finds the footwear that is *just right* for them.

“APEX” means the peak or the zenith Since 1975 we have strived to live up to our name.

Bay

Bay Footwear Ltd. was founded in 2001. The first production factory "Unit-1" is conveniently located near the Dhaka in Konabari, Gazipur. At that time, Bay Footwear Company still focused on vulcanized shoe, sold mainly in Europe & East Asia. Bay Footwear second factory that means Unit-2 in "Mouchak, Konabari" was set up in 2007, and started to produce cold cemented shoes. In 2008, Unit-2 introduced Goodyear Welted construction and the stitch down technology from Europe and started to produce special structured shoes. In order to manage the main materials, Bay Footwear engaged in vertical integration and established the material in factories to coordinate the demands of the production line expansion and to actively control production costs, reduce material lead time and master the production cycles.

To this day, Bay Footwear Ltd has two production factories in Konabari & Gazipur which are capable of producing vulcanized, cemented, Goodyear welted, stitch-down, safety shoes and other construction shoes. The maximum capacity exceeds 5,000 pairs per day. Following along with the improved production quality, the production system regulation conformity, as well as the research and development designed capacity enhancement. Every year, we work with European designers and develop fashion and comfort shoes. Moreover, we participate APLF in every year. And also participate Japan Trade Fair 07. In order to stabilize product quality, enhance working efficiency and promote customer service, Bay Footwear uses the advanced management system. Its main corporation and the factories to use as a quality guaranty that Bay Footwear gives to its products.

Since Bay Footwear Ltd has been established, it has kept the cooperation reciprocal benefit management conception. Bay Footwear makes efforts to seek customers, suppliers and our utilize growth together, to anticipate the mutual assisting and cooperation and create benefit. This also is the origin of our company name "BAY FOOTWEAR" which emphasized "Three Wins" management conception. In the future, Bay Footwear will keep the "Quality, Efficiency, Service" as the management style and stretch across international investments, emphasizing product efficiency, providing the high quality products and professional services.



COMPANY NAME: BAY FOOTWEAR LTD.

MANAGING DIRECTOR : Mr. Ziaur Rahman

REGISTERED ADDRESS :

21 Hazaribagh, Dhaka-1209, Bangladesh

HEAD OFFICE ADDRESS :

Abosor Bhaban(2 nd floor), 7-13 Satmosjid Road , Dhaka-1209.

Tel: 02-9129781, Fax: 02-8123535

Email- rahmanz@baygroupco.com , baytanneries@gmail.com

NOS. OF EMPLOYEE :

Bay Footwear Ltd. Unit01, Unit02 & H/O - 812

ESTABLISHED :

Bay Footwear Ltd. Unit01 - 2001

Bay Footwear Ltd. Unit02 - 2007

BOOK CLOSING MONTH : June

TURN OVER : US\$ 10.00 million

PRODUCTION QTY :

Bay Footwear Ltd. Unit01& Unit02. - 5000 Pairs

Jennys shoes Ltd Bangladesh

➤ ABOUT JENNYS

They started their journey with ideas of quality products manufacturing and a winner's vision in the name of "Jennys Shoes Ltd" from 1990.

The dedication, the inspiration, million moments that was spent fighting for quality, that is what Jennys is now, an unparalleled name in shoe world with unbeatable style and price.

The road was not smooth. Completing in world market with world class shoe-it needs good man and machinery, proper leather, workmanship, sophistication and lots of untold preparations. Jennys solved the problem by using good quality imported machinery and technicians with most modern technology and made a marriage of state of art shoe making technique incorporating the famous Bangladeshi Cow, Goat, Sheep leather & also specially imported kangaroo leather. Now Jennys has unbeatable technical and commercial team that can sense the rapid changes in Eastern and Western market.

Jennys has also undertaken new production line for small leather goods such as Bags, Wallet and Belts etc.

Jennys offers very competitive price and note that there are no quota & imported taxes for Bangladeshi shoes.

Production Capacity per Day:

➤ **Jennys Shoes Ltd.**

A) Sandal: 2000 Pair. B) Shoes : 1500 Pair C) Boot : 900 Pair

➤ **Five R Footwear Limited.**

We make about 1500 pair shoes per day.

➤ **Manpower:** Our manpower working here are technically sound and maintain state of art technology throughout the whole production. We have the following man power for Jennys Shoes Limited :

➤ **Production Worker:** 400 people (trained).

➤ **Management Staff:** 25 Persons, 3 person's quality controller. We have the following man power for Five R Footware Limited :

➤ **Production Worker:** 300 people (trained).

➤ **Management Staff:** 15 Persons, 2 person's quality controller.

➤ **Production Department:**

1) Cutting Section: a) Leather b) Sole c) Insole

2) Swing Section: a) Skiving. b) Swing. c) Upper Inspection.

3) Lasting Section.

4) Finishing Section.

5) Sample Development

6) Packing.

➤ **Machineries:**

We use Latest Italian/Germany/Japan branded equipment in our every section for cutting, stitching, insole/sole attaching shoe chilling unit and also conveyor systems etc. We are using Japanese X-Ray Machine for Shoes inspection.

C. PROBLEM STATEMENT

Problem statement: Jennys shoes Ltd. Company's sales is declining day by day.

The footwear sector is a diverse industry which covers a wide variety of materials and products from different types of men's, women's and children's footwear to more specialized products. This diversity of end products corresponds to a multitude of industrial processes, enterprises and market structures.

The three major local players are Bata, Apex and Bey dominates the shoes industry in Bangladesh. Bangladesh is one of few battlegrounds in the world where there is neck-to-neck competition between the three. The companies that succeed in these areas tend to be the best run and, thus, are more likely to stay ahead of fashion trends and remain competitive in the marketplace. Strong brand recognition is another factor to take into consideration, as these names are more likely to resonate with consumers when faced with similar product offerings.

Changes in fashion have influenced the market considerably in recent years, with footwear becoming just as important as clothing for the fashion conscious. This trend has also been influenced by retailers, many of which release new footwear ranges as frequently as their clothing lines. In the sports sector, the market has remained complex, with trainers and other sports footwear still considered by many to be fashionable rather than functional, making it hard to diversify this area of the market. Nevertheless, sports footwear brands have maintained their position in the market despite the economic downfall, largely because of the strong foothold that international leading competitors, such as adidas and Nike, have in the market

D. Research objectives

1. Lack of customers interest about buying Jenny's shoes:

Lack of customers' interest about buying Jennys Shoes is the main reason of sales fall.

Customers do not have curiosity about Jenny's shoes. . As design and quality are the main factor of attracting customer, may be the design and quality of Jenny's shoes does not satisfy the customers. Moreover, to catch the attention of customer lots of number outlets are needed. As Jenneys shoes ltd Bangladesh is a new company ,they are not capable to establish lots of number of showrooms. As a result, customers find more interest in other brands like Bata, Apex etc.

2. Less number of new customers:

The new generation wants new design and the ultimate quality of a product. But Jennys shoes ltd Bangladesh has failed to create new design and maintain the quality of shoes. Moreover, they are losing their old customers as they also want the new design. In this way they are losing brand loyalty also. In addition, advertisement plays an important role to magnetize new customers. However Jennys shoes ltd Bangladesh Company put less emphasize on their promotional activities. Only in the festive season they give advertisement in newspaper and billboard.

3. Price of Jenny's shoes is not attractive:

The price of Jenny's shoes ltd Bangladesh does not attract the customers. Customers think that the price of our products is more or less than our products quality. Whenever the price is less, the customers think that the quality of the product is not good. So we are offering less. Moreover, our main competitors are Bata and Apex. The price of their products is less than Jenny's shoes according to the quality.

E. DEFINITION OF KEY TERMS

1. Barefoot – someone who does not wear anything on his feet.
2. Cowhide- is the natural, unbleached skin and hair of a cow.
3. Jerusalem- capital of Israel
4. Espadrilles- are normally casual flat, but sometimes high heeled shoes originating from the Pyrenees.
5. Turnshoe- is a type of shoe made of leather used during the Middle Ages.
6. Welt- is a strip of leather, rubber, or plastic that is stitched to the upper and insole of a shoe
7. Biodegradation- is generally organic material such as plant and animal matter and other substances originating from living organisms.
8. Exodus- is the second book of the Hebrew and the Christian Bible
9. Footbed- an insole in a boot or shoe, used for cushioning or to provide a better fit
10. Cellulosic- is a biofuel produced from wood, grasses, or the inedible parts of plants.
11. Cleats- are protrusions on the sole of a shoe, or on an external attachment to a shoe
12. Plimsolls- is a type of athletic shoe with a canvas upper and rubber sole.
13. Vibram FiveFingers - are a type of minimalist shoe manufactured by Vibram, originally marketed as a more natural alternative for different outdoors activities,
14. Tarahumara- are a Native American people of northwestern Mexico who are renowned for their long-distance running ability.
15. Blucher - shoe with open lacing, similar to the derby, but with vamp in one piece.
16. Balmoral- a type of men's dress shoe
17. Palmar- a directional anatomical term of location
18. Cordura- is the brand name for a collection of fabrics used in a wide array of products including luggage, backpacks military wear and performance apparel., pants,
19. Rawhide- a hide or animal skin that has not been tanned
20. Croquet- is a game played on grass in which the players use long wooden sticks called mallets to hit balls through metal arches
21. Sneakers- casual shoes with rubber shoes
22. Orthopedic- means relating to problems affecting people's joints and spines
23. Horseman- is a man who is riding a horse

24. Sled- an object used for travelling over snow
25. Rival- is person, business or organization who you are competing or fighting against in the same area or fun for the same things
26. Fierce- animal or person who is very aggressive or angry
27. Entity = An entity is something that exists by itself, although it need not be of material existence
28. Comprise = be made up of
29. Endeavor = To attempt through application of effort
30. Evaluate = to draw conclusions from by examining
31. Explore = to examine or investigate something systematically
32. Barefoot = wearing nothing on the feet
33. Invention = something invented
34. Depict = to render a representation of something
35. Peasant = member of the agriculture low class
36. Adherent = that has the quality of clinging
37. Customary = agreeing with, or established by, custom
38. Ancient = having lasted from a remote period
39. Self-indulgent = excessive or immoderate indulgence of one's own personal desires and needs
40. Unaesthetic = not concerned with beauty
41. Hoplite = A heavily-armed infantry soldier of Ancient Greece
42. Conquer = defeat in combat
43. Perception = conscious understanding of something
44. Civilised = to educate to a perceived higher standard of behaviour
45. Reference = measurement one can compare to
46. Predecessor = one who precedes
47. Reveal = to uncover
48. Intend = to fix the mind upon a goal
49. Enormously = to an enormous degree
50. Appearance = A thing seen
51. Contemporary = from the same time period
52. Vary = to change something with time or a similar parameter
53. Construction = process of constructing
54. Traditional = observant of tradition

55. Petrochemical = of or pertaining to the such compounds, or the industry that produces them
56. Terrain = area
57. Hazards = to chance; to take a risk
58. Cowhide = Leather made from the hide of cows.
59. Lace = cord for fastening a shoe or garment
60. Seam = folded back and stitched piece of fabric
61. Estimate = rough calculation or guess
62. Evidence = anything admitted by a court as proof
63. Perishable = liable to perish
64. Archaeologists = someone who is skilled, professes or practices archaeology
65. Bead = rosary ball
66. Mural = painting on wall
67. Badge = distinctive mark
68. Braid = intertwine
69. Medieval = of or relating to the Middle Ages
70. Drawstring = type of string
71. Welt = raised mark on the body
72. Devise = To use the intellect to plan or design
73. Stray = domestic animal at large or lost
74. Crafting = skilled practice
75. Biodegradable = capable of being decomposed by biological activity
76. Degradable = reduce in quality or purity
77. Manufacturer = one who manufactures
78. .Decade = a period of ten years
79. Servitude = the state of being a slave
80. Equivalent = similar or identical in value
81. Beneath = below or underneath
82. Footbed = A removable insole for a shoe
83. Cushion = soft material in cloth bag
84. Durability = Permanence by virtue of the power to resist stress or force
85. Traction = condition of being so pulled
86. Cleat = device to secure a rope
87. Absorption = act or process of absorbing or sucking in anything

- 88. Midsole = The layer of a shoe in between the outsole and insole
- 89. Strap = a long, narrow, pliable strip of leather, cloth, or the like
- 90. Medial = of or pertaining to a mean or average
- 91. Lateral = To the side; of or pertaining to the side
- 92. Athletic = physically active
- 93. Croquet = game
- 94. Impact = the force or energy of a collision of two objects
- 95. Mimic = to imitate, especially in order to ridicule
- 96. Locomotion = ability to move
- 97. Ankle = is the region where the foot and the leg meet
- 98. Stiff = a characteristic used to describe people in the military or someone who appears disciplined
- 99. Sturdy = something looks strong but easily can be damaged
- 100. Uniform = is a type of clothing worn by members of an organization while participating in that organization's activity.
- 101. Apertures = is a hole or an opening through which light travels
- 102. Strap = is an elongated flap or ribbon, usually of fabric or leather.
- 103. Feature = individual measurable properties of the phenomena being observed
- 104. Vamp = the first autonomous car that drove long distances in traffic
- 105. Blucher = a shoe with open lacing, similar to the derby, but with vamp in one piece.
- 106. Skimmer = are a small family of tern-like birds in the order Charadriiformes
- 107. Unisex = male or female both
- 108. Saddle = is a supportive structure for a rider or other load, fastened to an animal's back by a girth
- 109. Canvas = is an extremely heavy-duty plain-woven fabric used for making sails, tents, marquees, backpacks, and other items for which sturdiness is required.
- 110. Suede = is a type of leather with a napped finish, commonly used for jackets, shoes, shirts, purses, furniture and other items
- 111. Abrasion = mechanical scraping of a surface by friction between and moving particles
- 112. Diabetes = is a group of metabolic diseases in which a person has high blood sugar
- 113. Insole = is an item of footwear intended to protect and comfort the human foot while doing various activities

- 114. Orthotic = s a specialty within the medical field concerned with the design, manufacture and application of orthoses.
- 115. Palmar = a coastal village in Mauritius
- 116. Insensitive = refers to a lack of sensitivity.
- 117. Anatomically = is a branch of biology and medicine that considers the structure of living things.
- 118. Protrusion = a huge round mass of smooth rock protruding from the water
- 119. Salteaux = are a First Nation in Ontario, Manitoba, Saskatchewan, Alberta and British Columbia, Canada.
- 120. Hiking = is an outdoor activity which consists of walking in natural environments, often in mountainous or other scenic terrain.
- 121. Neoprene = is a family of synthetic rubbers that are produced by polymerization of chloroprene.
- 122. Accumulating = the gathering of objects of value

F. SIGNIFICANCE OF THE STUDY

Our research report has a history of shoes, shoes industry and detail about Bangladesh shoes history. We have shown the situation of the shoes how it is developed not only in Bangladesh but also in whole over the world from the ancient period to present age. The type of many different shoes has been discussed before. How the well known and popular shoes industry has got their success that has discussed here. As Jenny's shoes market growth is not well enough they can follow these market leaders by following their approaches. Moreover, we have done our research with the people from under 18 to adult and the older people. So it shows the different choices of different aged people about the shoes. Before this research on 15 February 2010 Parvez M Chowdhury (Analyst: Pharmaceuticals and Consumer Goods) published a research on Bata under BRAC EPL. But that research was a financial research on Bata. That does not show any other issues for the new shoe company like how they can increase their market growth.

For this research we prepared 30 questions for the people that show us how they select their shoes and what other things they prefer and think about shoes. We found that different people select their shoes according to their income. That will help Jenny's Shoes for pricing. In terms of gender man and woman's choice varies. That will help Jenny's Shoes to select the particular design for that particular customer. Jenny's shoes can develop the logo also to attract the customer. They should also concern about the decoration of the showrooms. Because we found that it may change the buying decision of the customer. In case of advertisement Jenny's Shoes do not do that much of promotion activities that they need to do. People may not know this brand for that reason. They should use the suitable media that can promote their product. Customers want the best service from the showroom. So Jenny's Shoes should give more focus on it. Customers may switch their brand in terms of price, brand name, features, color, design, and quality. So if they can develop these areas may be they can capture the other brand's market and will not lose the brand loyalty that they have now. Not only shoes but also customers want some additional products in a shoe showroom. Jenny's Shoe can add them. In this way we have discussed several issues in data analysis chapter. If they can follow the suggestions that we have given may be they can increase the market growth that they are expecting and one day they can be the market leader in shoes industry.

2. Literature Review

A. INTRODUCTION

This chapter talks about the literature review of this report. Bangladesh has a large footwear industry. These industries make leather based products, such as shoes, belts, bags, and jackets. These products are sold both in the domestic and foreign markets. The three major local players are Bata, Apex and Bey dominate the shoes industry in Bangladesh. Bangladesh is one of few battlegrounds in the world where there is neck-to-neck competition between the three. Jennys shoes ltd Bangladesh is also committed to the domestic footwear market and today has the fastest growing shoe retail network in the country, trading as Jennys shoes. The local retail wing was established in 1990, with the vision of presenting the Bangladeshi consumers with the opportunity to experience quality leather footwear designed according to the latest market trends and technology from Europe. The dedication, the inspiration, million moments that was spent fighting for quality, that is what Jennys is now, an unparalleled name in shoe world with unbeatable style and price. The road was not smooth. Completing in world market with world class shoe-it needs good man and machinery, proper leather, workmanship, sophistication and lots of untold preparations. Jennys solved the problem by using good quality imported machinery and technicians with most modern technology and made a marriage of state of art shoe making technique incorporating the famous Bangladeshi Cow, Goat, Sheep leather & also specially imported kangaroo leather. Now Jennys has unbeatable technical and commercial team that can sense the rapid changes in Eastern and Western market.

B. BRIEF DESCRIPTIONS ON ALL THE TERMS

Jennys shoes Ltd Company Bangladesh

ABOUT JENNYS

Jennys shoes ltd bangladesh started their journey with ideas of quality products manufacturing and a winner's vision in the name of "Jennys Shoes Ltd" from 1990. Jennys brings exclusive footwear to the local fashion scenario with a startling collection of more than 500 desings of shoes and sandals available at nation-wide retail outlets.

Jennys brings exclusive footwear to the local fashion scenario with a startling collection of more than 500 desings of shoes and sandals available at nation-wide retail outlets including the flagship store inaugurated recently at Uttara and premium store at Banani Fashion Street - 11.

Jennys boasts 9 different sub-brands including "Albertino, Long Walker, Jennys, Excel, Rockman" featuring various trendy, urban, sporty canvas, outdoor 'rough and tough' lifestyle shoes, sandals suitable for men.

Jennys offers high heels, gladiators, sandals, pumps from "Perlita, Belladonna and Jennys". Leather sandals and shoes from "Bumble Bee" are available as part of the children's collection at Jennys.

Keeping in mind the current trends and purchasing power of customer's Jennys has a collection this season huge enough for everyone to find something to their fancy.

The dedication, the inspiration, million moments that was spent fighting for quality, that is what Jennys is now, an unparalleled name in shoe world with unbeatable style and price.

The road was not smooth. Completing in world market with world class shoe-it needs good man and machinery, proper leather, workmanship, sophistication and lots of untold preparations. Jennys solved the problem by using good quality imported machinery and technicians with most modern technology and made a marriage of state of art shoe making technique incorporating the famous Bangladeshi Cow, Goat, Sheep leather & also specially



imported kangaroo leather. Now Jennys has unbeatable technical and commercial team that can sense the rapid changes in Eastern and Western market.

Jennys has also undertaken new production line for small leather goods such as Bags, Wallet and Belts etc.

Jennys offers very competitive price and note that there are no quota & imported taxes for Bangladeshi shoes.

Production Capacity Per Day:

Jennys Shoes Ltd.

- A) Sandal: 2000 Pair.
- B) Shoes : 1500 Pair
- C) Boot : 900 Pair

Five R Footwear Limited.

They make about 1500 pair shoes per day.

Manpower: Their manpower working here are technically sound and maintain state of art technology throughout the whole production.

They have the following man power for Jennys Shoes Limited :

Production Worker: 400 people (trained).

Management Staff: 25 Persons, 3 person's quality controller.

We have the following man power for Five R Footware Limited:

Production Worker: 300 people (trained).

Management Staff: 15 Persons, 2 person's quality controller.

Production Department:

1) Cutting Section:

- a) Leather
- b) Sole
- c) Insole

2) Swing Section:

- a) Skiving.
- b) Swing.
- c) Upper Inspection.

3) Lasting Section.

4) Finishing Section.

5) Sample Development

6) Packing.

Machineries:

We use Latest Italian/Germany/Japan branded equipment in our every section for cutting, stitching, insole/sole attaching shoe chilling unit and also conveyor systems etc. We are using Japanese X-Ray Machine for Shoes inspection.

Production Department:

1. Cutting Section:

In this department, the top part of the shoe or the "upper" is made. The clicking operative is given skins of leather, mostly cow leather but not restricted to this type of leather. Using metal strip knives, the worker cuts out pieces of various shapes that will take the form of "uppers". This operation needs a high level of skill as the expensive leather has to be wasted at the minimum level possible. Leather may also have various defects on the surface such as barbed wire scratches which needs to be avoided, so that they are not used for the uppers. There are several types of Cutting machines including Skiving & Splitting Machines in the section. This section has the full capacity to supply cut-components of footwear.

2) Swing Section:

Here the component pieces are sewn together by highly skilled machinists so as to produce the completed upper. The work is divided in stages. In early stages, the pieces are sewn together on the flat machine. In the later stages, when the upper is no longer flat and has become three-dimensional, the machine called post machine is used. The sewing surface of the machine is elevated on a post to enable the operative to sew the three dimensional upper. Various edge treatments are also done onto the leather for giving an attractive look to the finished upper. At this stage only, the eyelets are also inserted in order to accommodate the laces in the finished shoes.

3) Lasting Section.

The completed uppers are molded into a shape of foot with the help of a "Last". Last is a plastic shape that simulates the foot shape. It is later removed from the finished shoe to be used further in making other shoes. Firstly, an insole to the bottom of the last is attached. It is only a temporary attachment. Sometimes, mostly when welted shoes are manufactured, the insole has a rib attached to its under edge. The upper is stretched and molded over the last and attached to the insole rib. After the procedure completes, a "lasted shoe" is obtained. Now, the welt- a strip of leather or plastic- is sewn onto the shoe through the rib. The upper and all the surplus material is trimmed off the seam. The sole is then attached to the welt and

both are stitched together. The heel is then attached which completes the "making" of the shoe.

That was the process for heeled shoes. When a flat shoe is in the making, there are considerably fewer operations. The insole in this case is flat and when the uppers are 'lasted', they are glued down to the surface of the inner side of the insole. The part of the upper, which is glued down, is then roughed with a wire brush to take off the smooth finish of the leather. This is done because rough surface absorbs glue to give a stronger bond. The soles are usually cut, finished and prepared as a separate component so that when they are glued to the lasted upper, the result is a complete and finished shoe. Soles can also be pre-molded as a separate component out of various synthetic materials and again glued to the lasted upper to complete the shoe.

4) Finishing Section

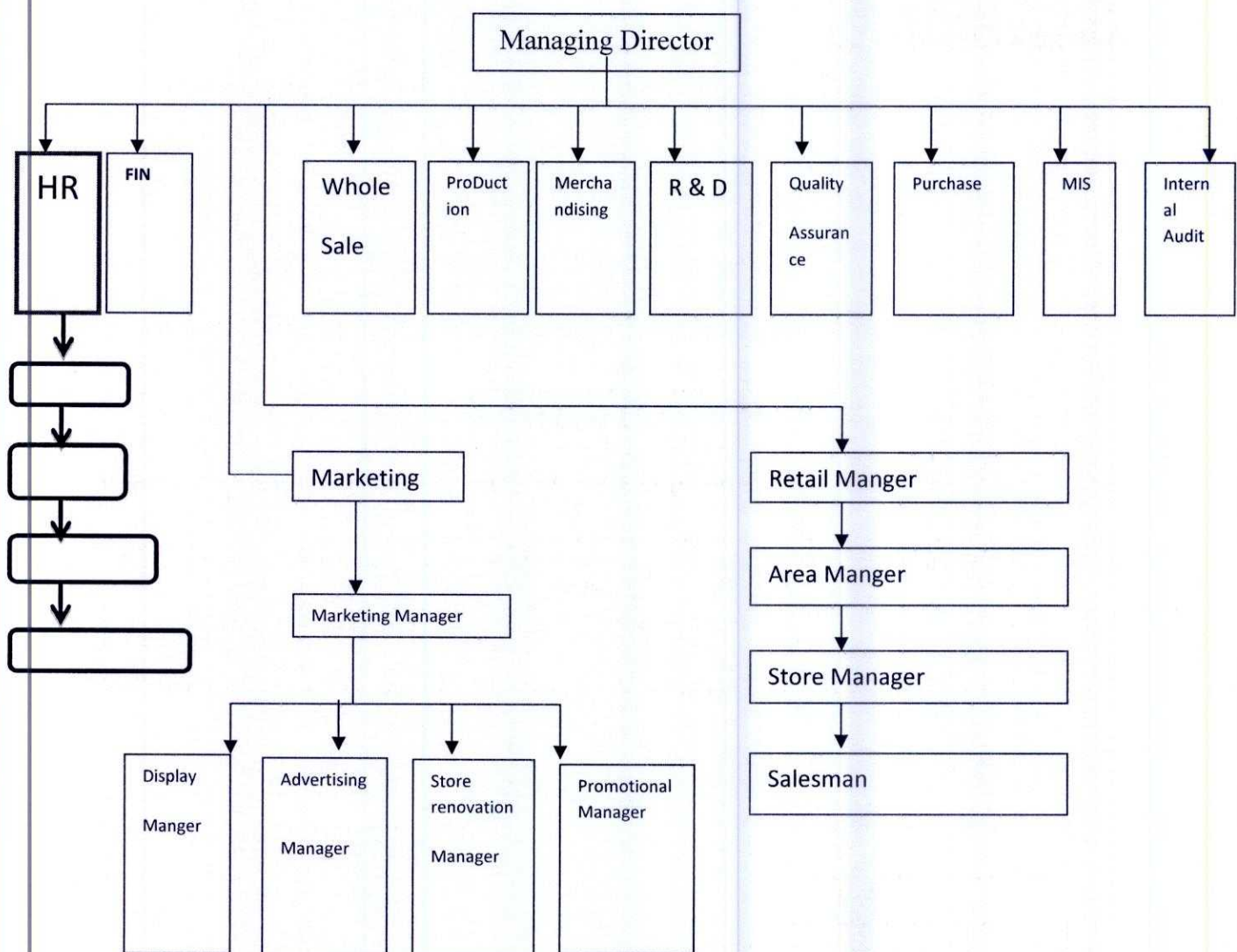
The finishing of a shoe depends on the material used for making it. If made of leather, the sole edge and heel are trimmed and buffed to give a smooth finish. To give them an attractive finish and to ensure that the edge is waterproof, they are stained, polished and waxed. The bottom of the sole is often lightly buffed, stained and polished and different types of patterns are marked on the surface to give it a craft finished look. A "finished shoe" has now been made.

5) Packing.

For shoe room operation, an internal sock is fitted into shoe which can be of any length- full, half or quarter. They usually have the manufacturers details or a brand name wherever applicable. Depending on the materials used for the uppers, they are then cleaned, polished and sprayed. Laces and any tags that might have to be attached to the shoes, such as shoe care instructions, are also attached. The shoes, at last, get packaged in boxes.

Organogram of Jennys shoes ltd. Bangladesh:

Jennys shoes ltd. bangladesh has 12 departments each serving or working to fulfill the strategy and planning of the company. Among the departments, Marketing and Retail department plays the key role for HR decision making, planning & formulation.



Staffing Strategies & HR Issues:

Jennys is a footwear company which largely depends on sales and it has very big market to serve & use for its benefit. Though the main competitor is very well established and still the market leader but their quality & commitment towards serving the best quality product has enabled them to get close to them at a very rapid pace. There has been a saying that in spite of being a local company, Jennys is surely going to overtake its key competitor in the upcoming years . To do that they need a perfect HR force which will come only after a successful HR planning.

There are some key strategic HR issues regarding Apex footwear.

Always understaffed in the Headquarters:

The Company has its Head Quarters situated in Gulshan – 2 with appropriate human resources to run the company. The word is Appropriate in a sense because they are not overstaffed here. There neither equally staffed but of course they are understaffed. They believe that somehow the workforce is adequate for delivering the right sort of decision making.

The HR division of Jennys shoes ltd Footwear will show a clear-cut picture of the actual scenario of the heading which is ‘Always understaffed in the Headquarters’.

Overstaffed in sales outlets during the month of Ramadan& Festivals:

The Company achieves its 60% of sales during the month of Ramadan which is on the eve of Eid Festival. The company requires more staff than usual but they usually employ a bit more employees in the sales outlets during the month of Ramadan so that they can give the consumers the best service during the busy time.

Defensive Attitude towards staffing:

Company is going slowly and steadily towards its target which is becoming the best footwear brand of Bangladesh & also the market leader, to get the desired result, they must come up with a good workforce who is willing to deliver the best to the company. They are also practical, as discussed earlier, they are in some cases always understaffed and they follow the defensive policy in staffing.

**Temporary Employees only in lower level:**

The company has 53 retail stores all across the country and many salesmen are working their along with the permanent shop manager. Sometimes if the shop requires more people during the festive seasons or seasons of sale, the store manager has the ability or power to recruit temporary sales persons in the shop after informing his superior and the audit team. They do it frequently to handle the excessive customers during these seasons.

No Prevalence of International or Global Staff except the R&D division:

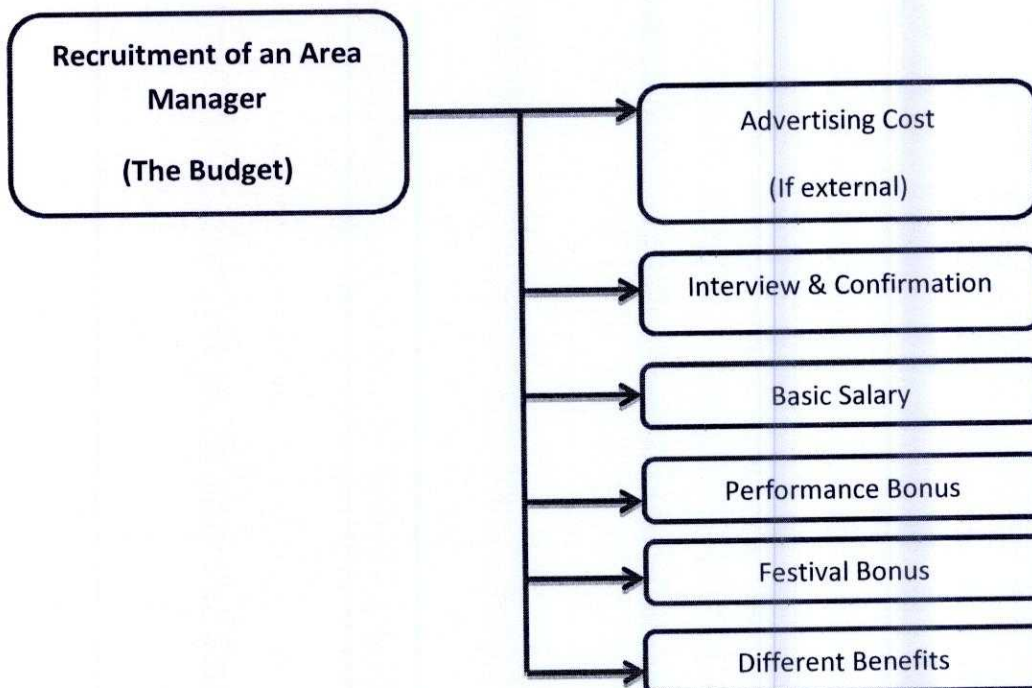
In Jennys shoes ltd, there is no global or foreigner staff who is working. But sometimes, on temporary basis they hire various footwear designers from Portugal or from Italy to design their shoes & other items. The current campaign they have launched in this Ramadan known as 'Sole Style' it's the outcome of designs suggested by the designers of American Maverick Brand.

The HR Budget:

HR budget is also important aspect for the company. It is a key part of their planning as well though considered as an external part of it. HR managers have to consult with the Audit Team & Finance team for the final decision of any recruitment based on the forecasting by the line managers.

It is not all about the forecasting or how correct is the forecasting. The forecasted posts will be only filled if the company has the capability of recruiting the number of people that are being suggested by different managers.

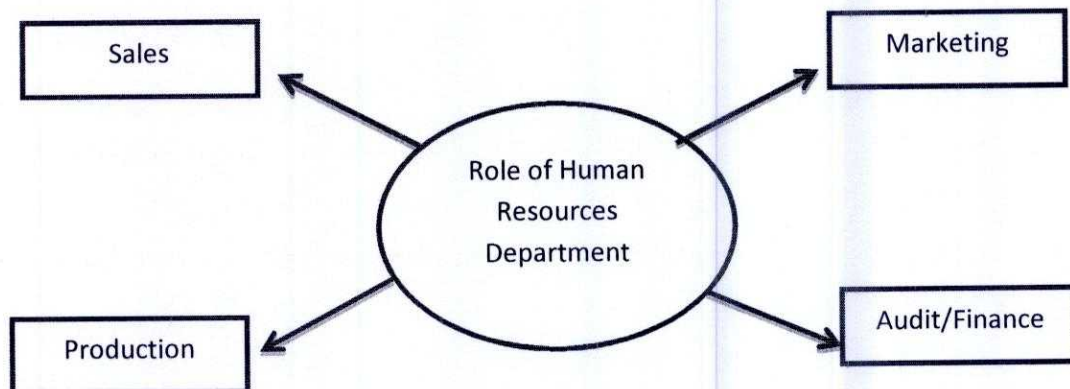
A recruiting of people requires various breaks down in the total cost. Let us assume the post of Area Manager. The costs to recruit an area manager involves the following components-



After the analysis of all the components, they come up with the Final HR budget. They follow the Top down Approach for budgeting. The budget is done each year within the month of December. They usually follow it after the start of New Year.

Coordination:

Coordination is very important for a company like Jennys shoes in the HR related activities as the company mostly depends on sales. According to the HR Head of Jennys, the HR department coordinates the staffing activities within and with the department. He draws us the diagram showing what is the role of HR & its staffing philosophy among the departments





Factory and Location:

Contact Address : PLOT NO. 19, ROAD N. 12, SHAYMPUR, KADAMTALI,
INDUSTRIAL AREA, DHAKA-1204, BANGLADESH

The distance between Shaympur Kadamtali industrial area and
: Chittagong sea port is about is 270 km and Dhaka Zia International
airport about 25 km.

**Total Floor
Space** : 36,000.00 sqft.

**Total Area
Space** : Do

JENNYS INDUSTRIAL ESTATE, TELIRCHALA, MOUCHAK,
GAZIPUR. Bangladesh.

FIVE-R

**FOOTWEAR
Ltd** : The distance between Zia International Airport of Dhaka, Bangladesh
and Jennys Industrial Estate of Gazipur about 40 km and Chittagong
seaport is 300 km.

**Total Floor
Space** : 40,000.00 sqft

Total Area 500 Square Meter (App.)
Space :

FIVE-R FOOTWEAR Ltd : JENNYS INDUSTRIAL ESTATE, TELIRCHALA,
MOUCHAK, GAZIPUR. Bangladesh.

The distance between Zia International Airport of Dhaka, Bangladesh and Jennys Industrial
Estate of Gazipur about 40 km and Chittagong seaport is 300 km.

Total Floor Space : 40,000.00 sqft

Total Area Space : 500 Square Meter (App.)

Outlets details of Jennys shoes ltd

All Outlet Lists & Addresses - Jennys			
Sl.	Outlet	Division	Address
1	Uttara-04	Dhaka	4/A, N.R Complex(Ground Floor),Road # 05,Sector-04,Uttara Model Town,Dhaka-1230.
2	Banani-11	Dhaka	House # 84,Road # 11,Block # D,(Ground Floor),Banani,Dhaka.
3	Mirpur-10	Dhaka	Flot-40,Block-FA,Section-06,Main Road-01,Gol Chokkor,Mirpur-10, Dhaka
4	Mirpur-01	Dhaka	Fayez Mansion,Mirpur-1,Dhaka
5	Bashundara Bazar	Dhaka	Adapt N.R.Complex,KA-52 Jagannathpur,Bashundhara Road,Dhaka
6	Mymensingh	Dhaka	11/C.K Gosh Road, Kulsumpopy Bhaban,Mymonshing, Dhaka
7	Uttara-09	Dhaka	House # 60,Sonargaon Jonopath,Sector # 09,Uttara,Dhaka-1230.
8	Mohakhali,ABC Plaza	Dhaka	Amtoli,Mohakhali,Dhaka
9	Konabari	Dhaka	Konabari Bus Stand, Gazipur
10	Gazipur Chowrasta	Dhaka	Shapla Mansion,1st floor,Tangail Road.Chandona Chowrasta,Gazipur.
11	Kakoli	Dhaka	H-97/2,Hazi Tower,New Airport Road,Banani, Dhaka
12	Rangpur	Dhaka	9/9 Station Road,Zahaz Company Mor,Rangpur
13	Savar City Center	Dhaka	Shop#131 & 131/A,1st Floor,Savar City Center, Savar, Dhaka
14	Joydebpur	Dhaka	Bus Stand,Shibbari,Joydebpur,Gazipur, Dhaka
15	Bipal	Dhaka	Bogabari Bazar,Bipal,Ashulia,Savar, Dhaka
16	Elephant Road	Dhaka	43,Ground Floor, New Elephant Road, Dhaka
17	Firmgate	Dhaka	98 Green Road, Shop - 1,2,3 & 4, BTI Central Plaza, Near The Ananda Cinema Hall, Firmgate, Dhaka.
18	Bashundhara City	Dhaka	Level-6, block-C,Shop No- 49,50,Bashundhara City, Panthapath, Dhaka.
19	Mouchak	Dhaka	241, Ground Floor, Outer Circular Road, Mouchak ,Dhaka-1217.
20	Jatrabari	Dhaka	37/A, Sayid Faruk Road, Jatrabari, Dhaka-1204
21	Simanto Square	Dhaka	3rd Floor, Shop no-356, Simanto Square, Dhanmondi ,Dhaka.
22	Grand Plaza	Dhaka	Grand Plaza Shopping Mall, Shop - 1,2,3,4 & 5, Ground Floor, Outer Circular Road, Boro Maghbazar,Dhaka-1207
23	Center Point, Firmgate	Dhaka	Concord Center Point, Ground floor, Firmgate, Dhaka-1215
24	Orchard Point- Gents	Dhaka	Orchard Point,Ground Floor,Dhanmondi-7, Mirpur Road, Dhaka
25	Rampura-Gents	Dhaka	19 East Rampura, Circle Ambia Point, Shop -1, Ground Floor, East Rampura, Dhaka.
26	Manik Nagar	Dhaka	103/11, Bisshow Road, Maniknagar, Dhaka.
27	Karnaphuli Garden City	Dhaka	Karnaphuli Garden city, 2nd floor,Shop No- 3/18, Kakrail road, Dhaka.
28	Orchard Point- Ladies	Dhaka	Orchard Point,Ground Floor,Dhanmondi-7, Mirpur Road, Dhaka
29	Rampura-Ladies	Dhaka	19 East Rampura, Circle Ambia Point, Shop -2, Ground Floor, East Rampura, Dhaka.
30	Eastern Plaza	Dhaka	Eastern Plaza,4th Floor, Shop No- 4/35,CR Datta Road, Hatirpool, Dhaka.
31	Narsindi	Dhaka	Banga Azad Plaza, Liebrari Potttri, Norsindi.
32	Munsigonj	Dhaka	Sadar Road ,Infront of Agrani Bank, Munsigonj.
33	Eastern Mollika	Dhaka	Shop No-34,35, 5th Floor, Eastern Mollika, Elephant Road, Dhaka.
34	Eastern Plus	Dhaka	Eastern Plus,Shop No-1/6-7,1st Floor, Chamelibag, Shantinagar,Dhaka.
35	Agrabad, Ctg	Chittagang	Mawla Chamber, 6/6 Agrabad C/A, Chittagong.
36	Kandirpar, Comilla	Chittagang	Mosjid Market, Kandirpar, Comilla
37	Bandartilla, Ctg	Chittagang	Noor Shopping Complex, Bandartilla, Chittagong
38	New Market, Ctg.	Chittagang	254/250, Biponi Bitan (2nd Floor), Chittagong.
39	Yunusco, Ctg.	Chittagang	Yunusco City Center (3rd Floor), GEC Mor, Chittagong.
40	Noakhali	Chittagang	Saddam Tawar, Boro Masjid Mor, Majdee Court, Noakhali.
41	Eastern Yakub, Comilla	Chittagang	Eastern Yeakub Plaza (2nd Floor), Racecourse, Comilla.
42	Chandpur	Chittagang	7 & 8 Muktiyodha Market, Muktiyodha Road, Chandpur
43	Feni	Chittagang	(Infront of Feni Boro Masjid), 58, Trank Road, Feni.
44	Upashahar, Sylhet	Sylhet	K. K. Mansion, Chali Bandar, Sobani Ghat, Sylhet
45	Zindhabazar, Sylhet	Sylhet	Zindhabazar Point, Zindhabazar, Sylhet
46	Bandar Bazar, Sylhet	Sylhet	Holding # 689, Sylhet Municipality Market, Paper Point, Bandar Bazar, Sylhet
47	Kumarpara, Sylhet	Sylhet	18/A, Gulshan Cottage, Kumarpara, Sylhet.
48	Amborkhana, Sylhet	Sylhet	Abdul Goffar Complex, Amborkhana Point, Amborkhana, Sylhet
49	City Center, Sylhet	Sylhet	Level - 4, 15 & 16, Sylhet City Center, Zindha Bazar, Sylhet.
50	Moulvibazar, Sylhet	Sylhet	Saifur Rahaman Road, West Bazar, Moulvibazar, Sylhet.
51	Bogra	Rajshahi	Shohid Abdus Zabbarn Sorok, Joleshoritola,Bogra, Rajshahi
52	Barisal	Barisal	Kakolir More,Sadar Road, Barisal
53	Khulna	Khulna	Shop No-66, K.D.A New Market-1, Khulna

3. Methodologies

INTRODUCTION

Methodology chapter contains seven topics of our research report. Following are the topics:

- Research design
- Measurement rationale
- Study population
- Sampling
- Data collection procedure
- Survey approaches
- Data analysis

In research design topic we use Gantt chart to illustrate a schedule. In Gantt charts we try to illustrate the start and finish dates of the terminal elements and summary elements of a project. We apply close and open ended question in our research questioner and why we use this type of measurement is mention in measurement rationale topic. Our research population, sample unit and sample size are discussed in study population and sampling chapters. Again we use Gantt chart to show the data collection procedure. Data collection approaches are discus in survey approaches chapter. Pie chart and bar diagram are use in data analysis chapter for interpreting the analysis.

RESEARCH DESIGN

To illustrate the research project schedule, we use Gantt chart. Gantt charts illustrate the start and finish dates of the terminal elements and summary elements of a project. Here the Gantt chart contains of activities and time period.

Activities	Time series											
	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Knowledge gathering	→											
Questioner prepare						→						
Data collection							→					
Data input									→			
Data interpret										→		
Report writing										→		
Report submission												→
Report presentation												→

MEASUREMENT RATIONALE

In our research questioner we use open-ended and close-ended question. Open-ended question presents no response options to the respondent. Advantages of open-ended question are respondent frame of reference and allows respondent to use his or her own words. Open-ended question apply here because it is the best way to record demographic question.

We find complexity to interpret open-ended questions. It's difficult to code and interpret and respondents are not given complete answers.

From question number twelve to thirty we use close-ended question. Here Close-ended question provides a set of answers from amongst which the respondent must choose.

Mostly we use dichotomous question. Dichotomous question has only two response options, such as "yes" - "no"; "have" - "have not". The Advantages we get from dichotomous question are Simple to administer, code, analyze.

STUDY POPULATION

Population means the entire group under study as defined by research objectives. Sometimes it is called the universe. Researchers define populations in specific terms such as heads of households, individual person types, families, types of retail outlets, etc. Population geographic location and time of study are also considered.

Here our population is all footwear consumers of Bangladesh. The population is separated into homogeneous groups/segments/strata and a sample is taken from each. The results are then combined to get the picture of the total population.

SAMPLING

The Sample Plan is the process followed to select units from the population to be used in the sample. Sample size means a subset of the population that should represent the entire group. Here our sample size was hundred footwear consumers of Dhaka city.

In the wake of selecting hundred sample size we consider that, the less the variance in a group, the smaller the sample size it takes to produce a precise answer. As our research time and cost are limited, we use hundred sample sizes. Specificity and research result accuracy are also considered here.

In some question where majority of sample unit agrees on a specific choice, it would be easy to make a precise estimate that the population preferred that specific choice with a small sample size.

But where the result is mostly same, it would be difficult to make a precise estimate of the population preferred choice.

Each of the hundred footwear customers is our sample unit. As Sample unit is the basic level of investigation, the research objective should define the sample unit.

DATA COLLECTION PROCEDURE

To illustrate the research project schedule, we use Gantt chart. Gantt charts illustrate the start and finish dates of the terminal elements and summary elements of a project. Here the Gantt chart contains of activities and time period.

Activities	Time series											
	day	day	day	day	day	day	day	day	day	day	day	day
	1	2	3	4	5	6	7	8	9	10	11	12
Data collected from BRAC university												
Data collected from Mohakhali												
Data collected from Gulshan												
Data collected from old town												
Data collected from Mohamadpur												
Data collected from Mirpur												

SURVEY APPROACHES

Survey is the best way to get the actual result in any research project. There are some advantages of survey:

- ▶ Standardization
- ▶ Ease of administration
- ▶ Ability to tap the “unseen”
- ▶ Suitability to tabulation and statistical analysis
- ▶ Sensitivity to subgroup differences

For gathering actual information from respondent we use person-administered approach.

Person-administered approach means that, an interviewer reads questions, either face-to-face or over the telephone, to the respondent and records his or her answers.

By using person administered approach we faced some advantages and disadvantages also.

We can see the respondent body languages and the privacy of the respondent are being kept.

Sometimes it's very difficult to get access from respondent. They don't want to waste their time to fill up our questioner. In addition they don't understand some issue of our questioner. So it's very difficult for us to make them understand the question.

DATA ANALYSIS

In this section, we try to give a brief overview of the methods that were utilized in the research, the reasons that those methods were appropriate for the research problem. We also consider that the people reading our report or listening to your presentation may not be familiar with the analysis methods being used. We must present the methods in such a way that anyone interested in our research, will be able to understand what was done and why it was done. Here we Use Excel to log information and track data. The spreadsheet format can be used in different ways to hold our research information. Place data labels across a row or column and fill in the data points as we acquire them. For data analysis we use pie chart and bar diagram. The reason behind using bar diagram is:

- Bar graphs show a record in column form so over a period of time comparisons of the recorded information can be clear to see
- Beautiful and neatly constructed diagrams/charts are more attractive than simple figures
- Comparison is made easy and it will save time of the user to make quick comparison of large data.
- Can record comparison between two things or objects.

The reasons behind using pie chart are:

- display relative proportions of multiple classes of data
- size of the circle can be made proportional to the total quantity it represents
- summarize a large data set in visual form
- be visually simpler than other types of graphs
- permit a visual check of the reasonableness or accuracy of calculations
- require minimal additional explanation
- be easily understood due to widespread use in business and the media

4. Findings

INTRODUCTION

The findings are the actual results of our research. Our findings consist of a detailed presentation of our interpretation of the statistics found relating to the study itself and analysis of the resulting data collection. The judicious use of figures, tables and graphs is included here as it is helpful to allow our examiner to more easily understand the work being presented. The findings section should include the following:

- Findings based only on results of the research not speculation
- In-depth explanation of all major findings
- Clear presentation of support for the findings

In finding chapter we have four topics:

- ▶ Overview of data collected
- ▶ Profile of the respondents
- ▶ Results (question and sub category wise)

OVERVIEW OF THE DATA COLLECTED

Population means the entire group under study as defined by research objectives. Sometimes it is called the universe. Researchers define populations in specific terms such as heads of households, individual person types, families, types of retail outlets, etc. Population geographic location and time of study are also considered.

Here our population is all footwear consumers of Bangladesh. The population is separated into homogeneous groups/segments/strata and a sample is taken from each. The results are then combined to get the picture of the total population.

The Sample Plan is the process followed to select units from the population to be used in the sample. Sample size means a subset of the population that should represent the entire group. Here our sample size was hundred footwear consumers of Dhaka city.

Majority respondent of our research use branded shoes. They like to spend more than hundred taka for buying shoes. Our respondents try to buy shoes half yearly.

Well organized showroom affects our respondents buying decision. Television is the most preferable media for shoe advertisement. Sales service motivates them to buy shoes.

Discount motivates them to buy shoes. Our respondent want sports shoes in shoe stores. Attractive brand name some time affects their buying decision.

PROFILE OF THE RESPONDENT

In our research, we use questioner method for collecting data. In contrast with interviews, where an enumerator poses questions directly; questionnaires refer to forms filled in by respondents alone. This method can be adopted for the entire population or sampled sectors. Questionnaires, like interviews, can contain either structured questions with blanks to be filled in, multiple choice questions, or they can contain open-ended questions where the respondent is encouraged to reply at length and choose their own focus to some extent.

As the respondents are randomly chosen, majority of our respondents are female. We collected most of the data from Brac university students and nearby area, so that majority of our respondents are students.

Majority respondent of our research are educated. As most of the data are collected from Brac university, they are completed their hsc or a level.

Income level of majority respondents is 5000. As most of the data is collected from students, their income is not more than 5000tk.

RESULT

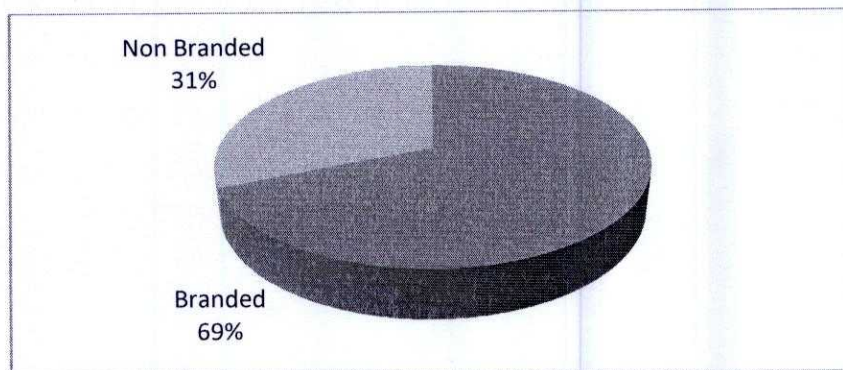
The result chapter is the actual outcome of our research. Our findings should consist of a detailed presentation of our interpretation of the statistics found relating to the study itself and analysis of the resulting data collection. The judicious use of figures, tables and graphs is included here to allow the reader to more easily understand the work being presented. From question number ten we are prepared our interpretation.

Question no. 10:

What kind of shoes do you prefer?

In this question majority respondent prefer branded shoes. Footwear has been just one of the most basic requirements of an individual's wardrobe. However, today, it's all about fashion and style. Every person wants to look stylish all the time. With changing fashion and its demand, most of the people prefer wearing branded footwear. Some prefer to wear branded one for status symbol. In today's time, branded footwear is considered as status and style statements. Most of the people invest large sums of money in branded products, be it apparels, shoes, and other fashion and lifestyle essentials.

On the other hand least respondents prefer non branded shoes. The reason behind choosing non branded shoe can be those non branded shoes are low-priced. Moreover, it helps the consumer maintain variety in their shoes collection.

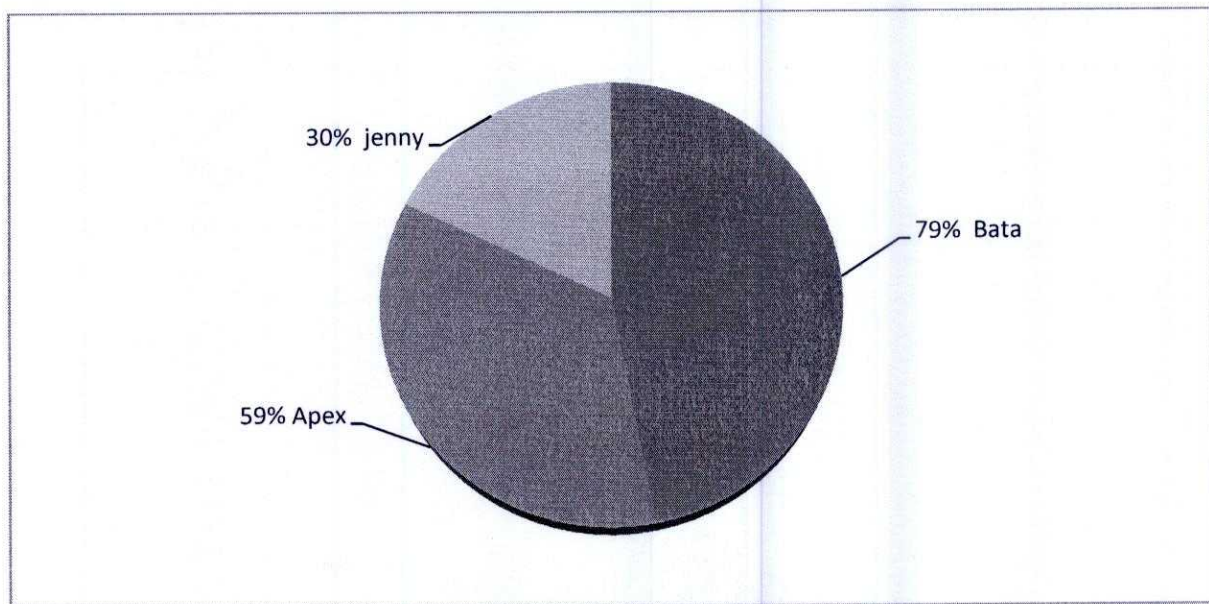


Question no.11

Name three brands that come in your mind when you think about shoes?

In this question majority respondent said Bata is the one and only brand that comes in their mind when they think about shoes. Bata is the market leader in our footwear industry. Their promotional activity is very soaring. As well as their product quality is always satisfying. Bata is the one and only company which have a huge amount of outlets all over the country.

Minority respondent supported Jennys shoes ltd. As Jennys is a new brand in footwear industry, their promotional activities are very limited. As well as their outlets are limited.



Question no. 12

Justify your selection on question no. 11.

In this question they choose shoe quality as their first preference of selecting Bata as their first choice. Bata never compromise to their shoe quality. They use high quality machines, which mean those machines, will take care of sewing quality seams and guarantee a quality finish. The shoes should therefore have less manufacturing mistakes, have a better overall finish and should last longer. The little details added in the finish create an extra element of style. They will also increase the durability of the shoe.

Here least respondent choose variety. They need more variety shoes rather than quality shoes when they are buying shoes. Moreover in question no.10 minority respondents prefer non branded shoes. The reason behind it can be those non branded shoes are low-priced and it helps the consumer maintain variety in their shoes collection.



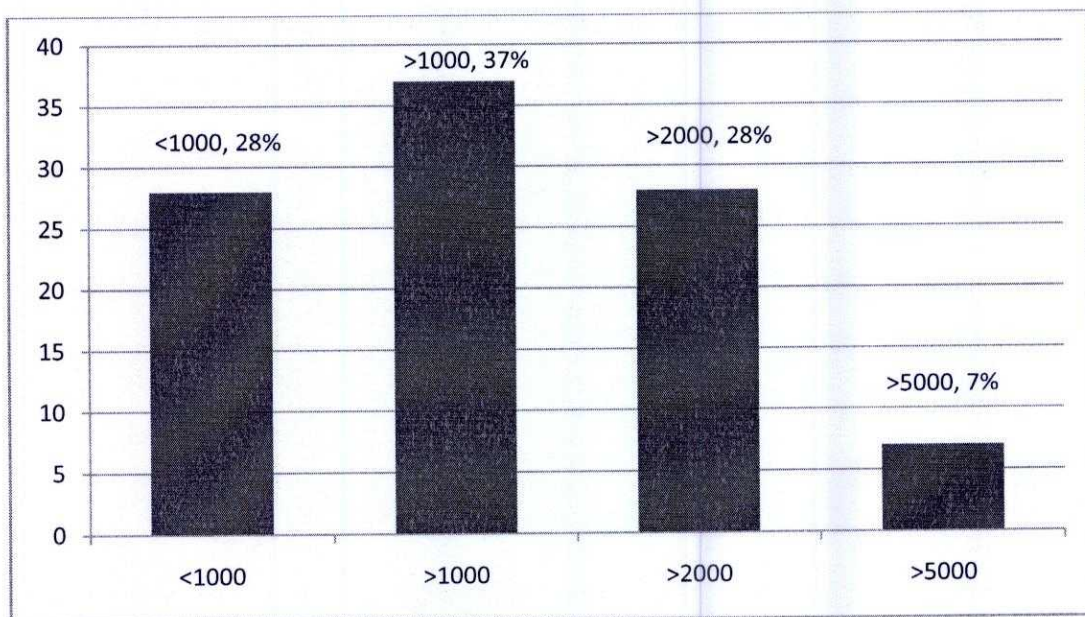
Question no.13

What kind of price range you prefer most for purchasing shoes?

Majority people prefer > 1000tk price range. In our research majority respondents are students and their monthly sending amount is less than 5000. As a result they prefer low priced shoes. Moreover, Bangladesh is not economically established and most of the people are middle class so they always prefer low priced shoes.

On the other hand seven percent respondent prefer >5000 price range. In our research, there are some service holder respondents. Their monthly income is more than 30,000. As a result, they want to spend a lot of money for buying their shoes.

Jennys shoes ltd. always offer their shoes on high price. Most of the shoe price range is more than 2000tk. So they have to think about their price range. As the market leader, Bata offer their price range for all classes of people, jenny have to take their example.



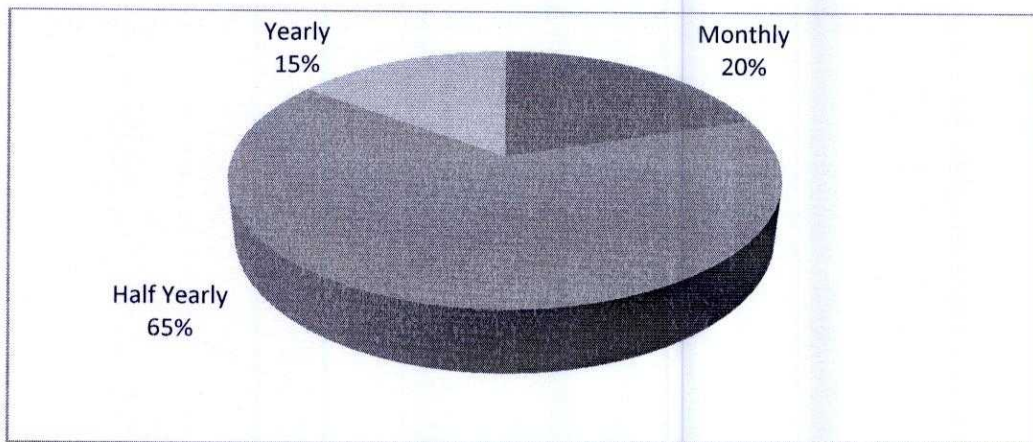
Question no. 14

How often do you buy shoes?

In this question majority respondent said they buy shoes half yearly. In our research majority respondent are women. Most of the women are shopaholic. As well as, the design of shoes has varied enormously through time and from culture to culture, with appearance originally being tied to function. Additionally fashion has often dictated many design elements, such as whether shoes have very high heels or flat ones. Contemporary footwear varies widely in style, complexity and cost.

Here least respondent select yearly. As forty six percent of our respondents are male, they might buy shoes once in a year. In addition twenty one percent respondent are school going student, they buy their school shoes beginning of the year or once in a year.

As majority people said they buy shoes half yearly, Jenny shoes ltd. Have to be very concern about their design of the shoes. for example if a customer come in 1st January and buy shoes and then he again come in 1st June and see the same design and color when he come in January, then he become dissatisfied and switching to another brand.



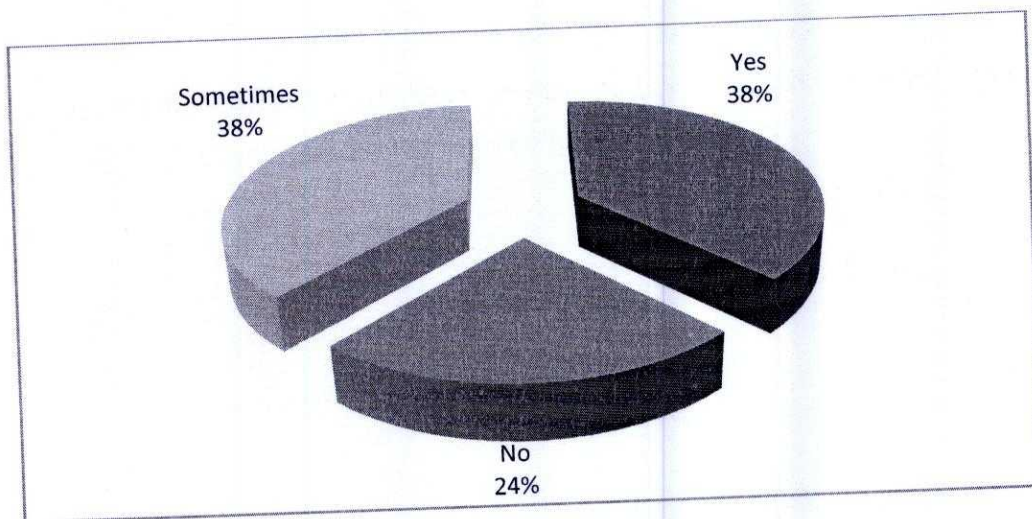
Question no. 15

Does the logo of a shoes brand affect your buying decision?

Majority respondent said logo of the shoes brand affect their buying decision. Big companies pay millions and millions of dollars to advertising companies to help bolster their branding so that consumers can remember who they are and to buy their products. Logo's are like good slogans or good jingles. Everybody tends to remember them if they got a good one. That's how effective a good jingle is on the minds of consumers. Logos may be just as recognizable as say a slogan or a jingle but they also provide a great way to make the company recognizable. The logos can be shapes of objects or just the words of the company. Moreover, we are human being, bright color, artistic design, floral design always attract us. If the logo of the shoe is very attractive then it always magnetize customer its very natural thing.

Here minority respondent choose no. As in question no ten 31% respondent said they use non branded shoes, logo of the shoes don't affect their buying decision.

Jennys Shoes ltd has to think about their logo design. As logo of the Jennys shoes ltd is very simple, it can be one of great reason for declining their sales growth.



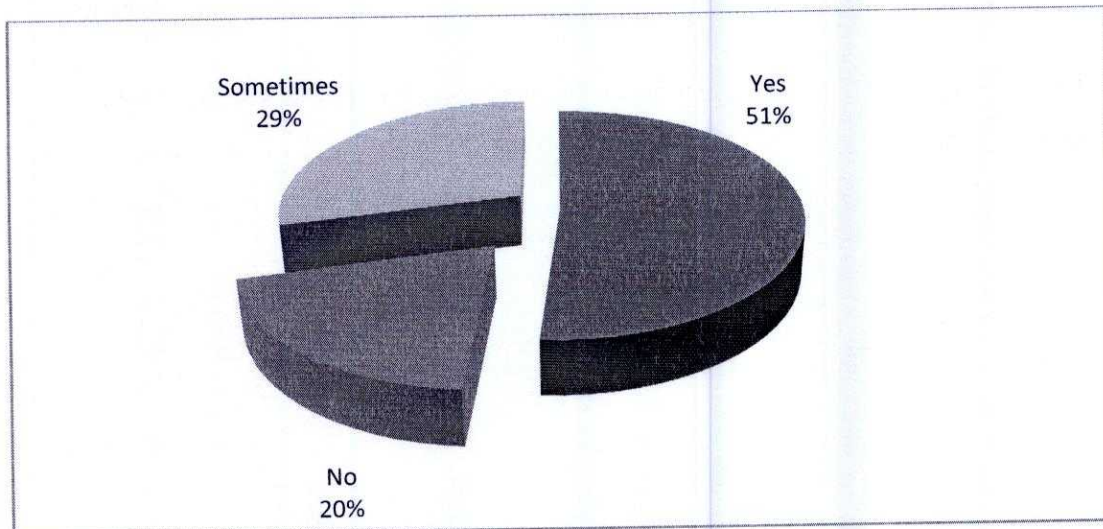
Question no. 16

Does well organized/well decorated showroom affect your buying decision?

In this question majority respondent choose yes. By this answer we can assume that well decorated showroom always attract customers. A well designed showroom interiors is planned in a fashion to facilitate eye catchy display of shoes, on sale. This helps not only the marketer but also the customers and therefore, discreetly, encourages them to purchase more shoes.

On the other hand least respondent select no. The reason behind it can be, some customers always think about the price and quality of the shoes. They don't care about the decoration of the showroom.

Jenny shoes ltd. is a new brand in footwear industry of Bangladesh. To attract new customers they have to think about well decorated showrooms. As their sales growth is declining, to attract customer they can use this technique.



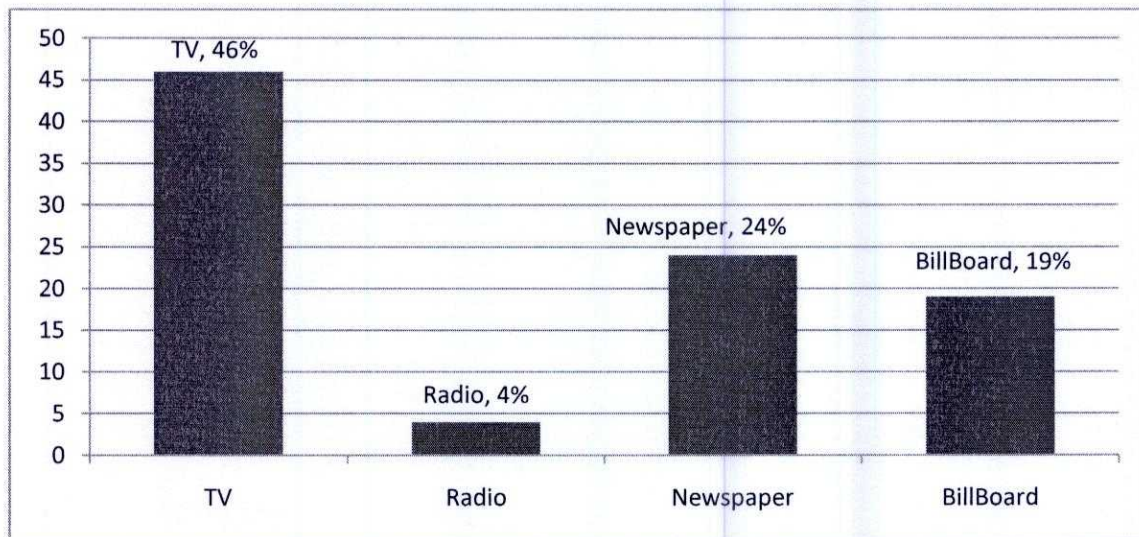
Question no 18.

Which media do you prefer most for your shoes advertisement?

Here majority respondent prefer television for shoes advertisement. Nowadays television is very popular media to circulate any information. Television has the properties of sight; sound and motion that traditionally set it apart from other media such as radio (sound only) or print (sight only). With its three-pronged assault on its viewer's senses, TV is able to create broad awareness for a product. Television is considered a mass medium because of the numbers of people it reaches.

In this question minority respondent prefer radio. Radio is an audio based media. Most of the customers want to see design, color and features of shoes. So radio can't be a perfect media for shoe advertisement.

Jennys shoe ltd. is a new brand. Their promotional activities are not very satisfying. If they want to attract new customers they have to telecast their advertisement on television.



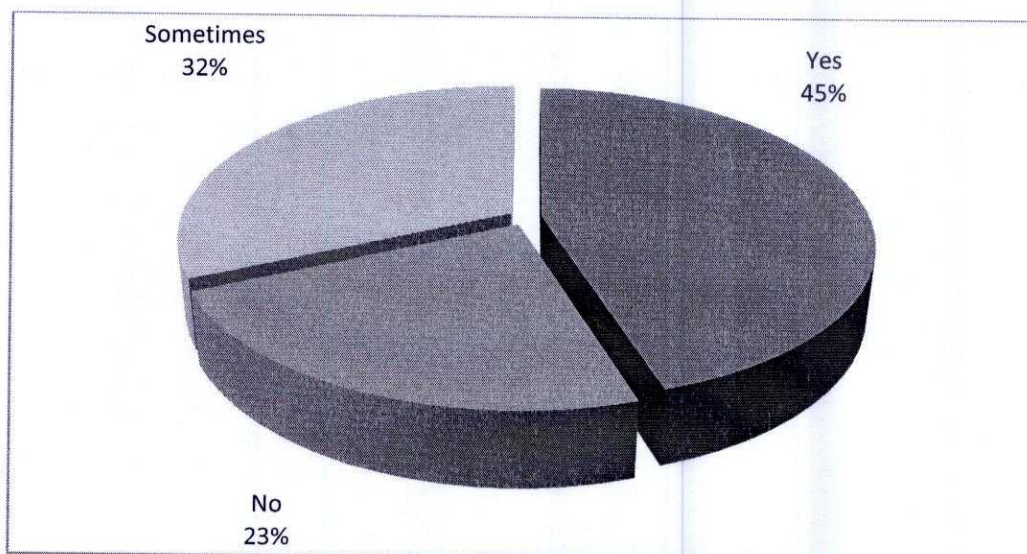
Question no. 19

Does customer's service motivate you to buy shoes?

Majority respondent said customer's service motivates them to buy shoes. By this result we can said customer's service affect their buying decision. Providing excellent customer service is one of the best ways for Footwear Company to retain clients and get customers coming back again and again. Good customer service can also be a powerful way to differentiate the company from the competition and encourage target audience to choose once company over the rest. If the customer service is good customers will go to that showroom again.

Here least respondent said no. Maybe this minority respondent doesn't bother about customer's service. They always consider about design, quality and price of the shoes.

As Jennys shoes ltd sales is declining, to get customers attraction they can focus on their customers service. May be after choose this technique, they can magnetize new customers.



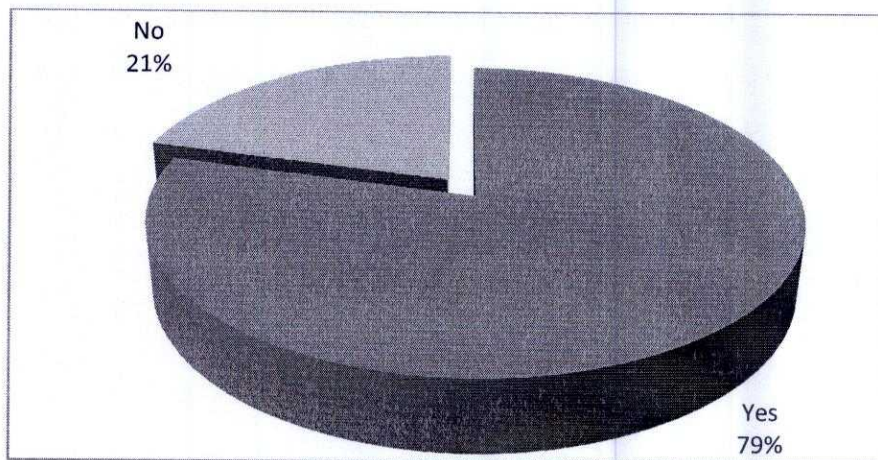
Question no. 20

Will you take the chance of switching to another brand?

In this question majority respondent prefer to switch another brand. The reason behind switching to another brand can be, Customers find it uncomfortable if product quality starts falling, Unavailability of product brand and variant which they have demanded for, Price escalation or hike also leads to brand switching that can be because of availability of other brand at competitive price or his purchasing power not allows to him to pay beyond a limit, Customer often switches to other brand if he gets variety and uniqueness in other brands. According to estimates made by American marketing Association it takes 4 times more expenditure to get a new customer then retaining a potential customer.

Here minority respondent said that they are loyal to their current brand. But here the percentage is very low. Perhaps they are using foreign branded company shoes. As foreign branded companies always maintain the current trend, the customers are more loyal to them.

Jennys shoes ltd. are losing their existing customers. They have to come up with new idea to make new design, color, and variety in their shoes. Moreover, reasonable price range will help them to attract new customers.



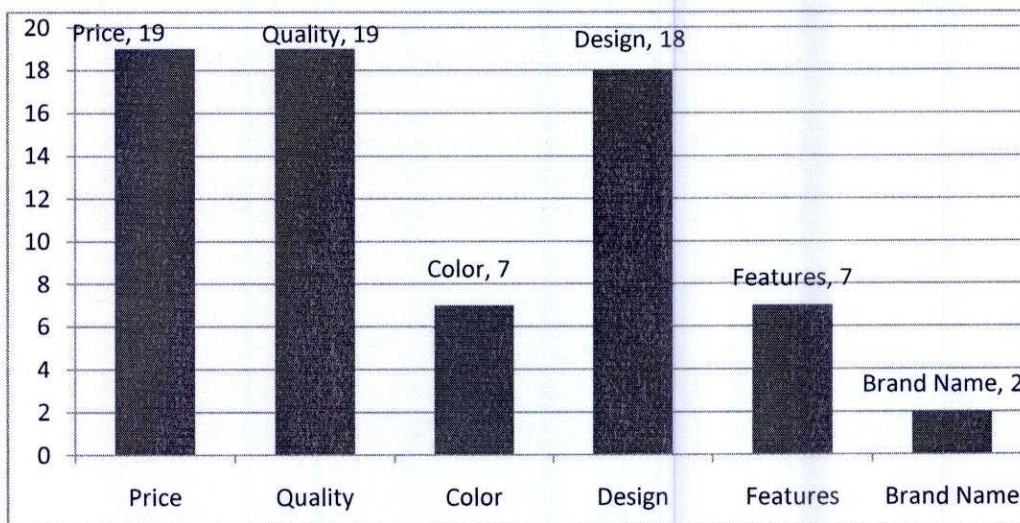
Question no 21.

If yes then why?

In this question, majority respondent choose price and quality for switching another brand. Customers always go for reasonable price. Price escalation or hike also leads to brand switching that can be because of availability of other brand at competitive price or his purchasing power not allows to him to pay beyond a limit. Quality of the shoes is also their main concern. If the price is not attractive then customers may switching to another brand. Here the quality of the shoes is also very essential.

Least respondent choose brand name for switching another brand. It can be advantages for Jennys shoes ltd. They are new brand in footwear market and they can't establish their brand name. As brand name is not affecting customers to switching another brand, jennys shoes ltd can give their full concentration in quality and price more than brand name.

Jenny shoes ltd. have to come up with new idea to make quality shoes. Moreover, reasonable price range will help them to attract new customers.



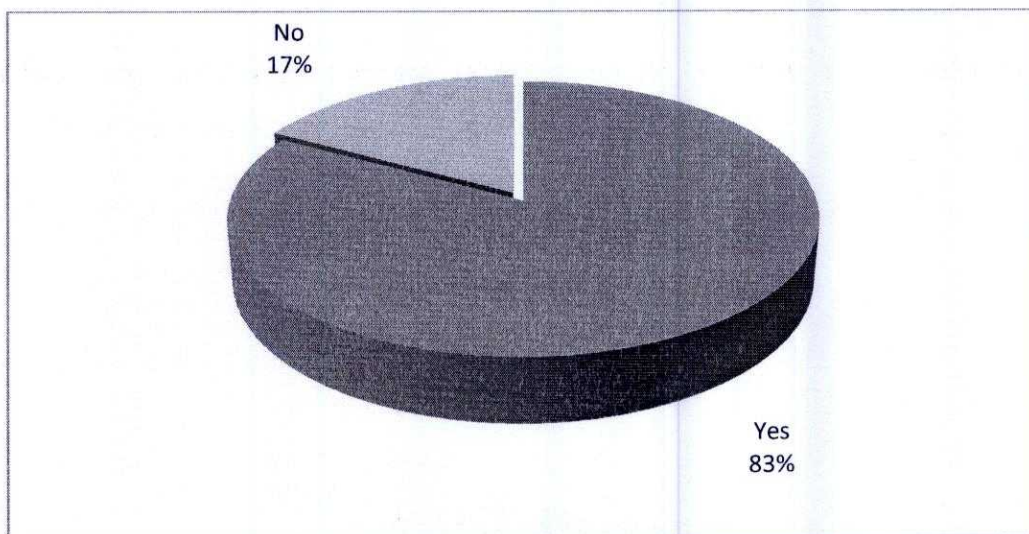
Question no. 22

Does discount motivate you to buy shoes?

Here majority respondent choose yes. They are motivated to buy shoes if there is any discount offered. When discount is offered customers can buy shoes in squat price. In our research majority respondent are students. They send less than 5000tk per month. As a result they always prefer discount when buying shoes. It's very natural that, students always want to save money when they are buying shoes. As well as they are always price conscious.

On the other hand minority respondent said discount don't affect their buying decision. Perhaps this respondent thinks that when discount is offered low quality shoes are offered by the shoe company.

As majority respondent want discount, Jennys shoes ltd can offer a discount package for students. So they can attract new student customers.



Question no. 23

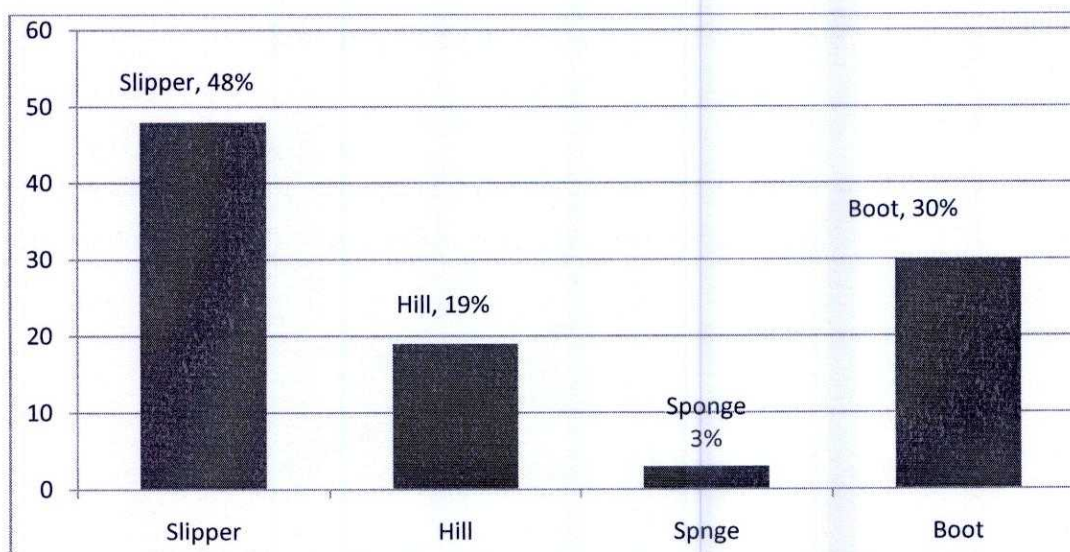
What types of shoe do you prefer most?

In this question majority respondent prefer slippers shoes. As we all know fashion and trend are changing day by day, most of the shoe customers are now prefer slipper shoes more than hills. In our research majority of the respondent are student. Students feel more comfortable with slippers then hill as they won't get dry and chapped feet easily, it will save them from the slippery surface, feet will be warmer and softer. Moreover, Slippers are more comfortable than shoes.

On the other hand least respondent choose sponge shoes. In rainy seasons sponge shoes are preferred by customers. Some time people wear sponge shoes in home in winter season.

It will save us from the slippery surface of our house, Changing into indoor sponge prevents the spread of dirt gathered by our outdoor footwear, and Indoor sponge doesn't leave scratches on the floor. Last but the not least, it will save us from punctures and cuts if we stepped on sharp objects.

When we visited Jennys shoes ltd , we saw the offers hills shoes as well as boot. As most of the customers use slippers shoes rather than hill, they have to offer more slippers shoes in their showrooms.



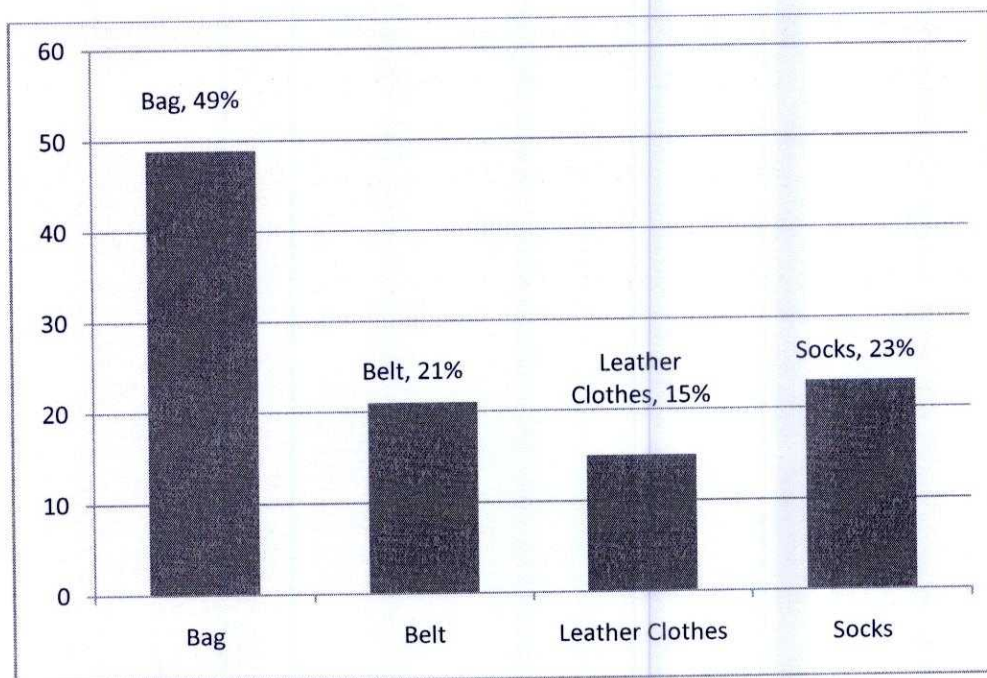
Question no. 24

What type of additional products will you prefer in showroom?

Majority respondent prefers leather bags in shoe showroom. As leather shoes are available in shoes showroom, customers believe that they can get high quality leather bag in shoes showroom. As well as they can buy shoes and leather bags from one showroom. So it can be an advantage for the customers.

In this question, least respondent select leather clothes. In our country the trend of leather clothes are not booming. In winter season, upper class people are using leather clothes. In our research most of the respondents are student so they can't afford to buy a leather clothes.

Jennys shoes ltd. alleged that they offer leather bags. But when we visited their showroom, we can't see any leather products. As customers prefer leather bags in shoe showroom, Jennys shows can offer leather bags in their showrooms and attract more customers.



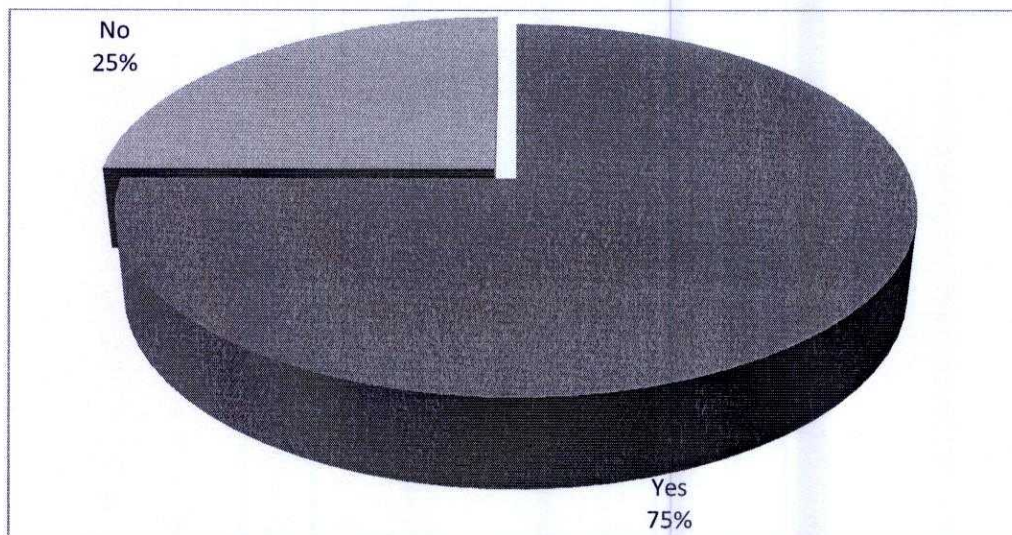
Question no. 25

Do you want sports shoes in showroom?

In this question majority respondent want sports shoes in shoe showroom. Here most of our respondents are student. As Students are allied with various sports program, they need sports shoes.

Least respondent said they don't need any sports shoes in showroom. In total respondent there are twenty one respondents are house wife and service holder. We think they don't need any sports shoes in showroom.

As majority respondent prefer sports shoes in showroom, Jennys shoes ltd have to offer sports shoe in their outlets. If they offer sports shoes in their showroom, they can attract more young customers in their outlet.



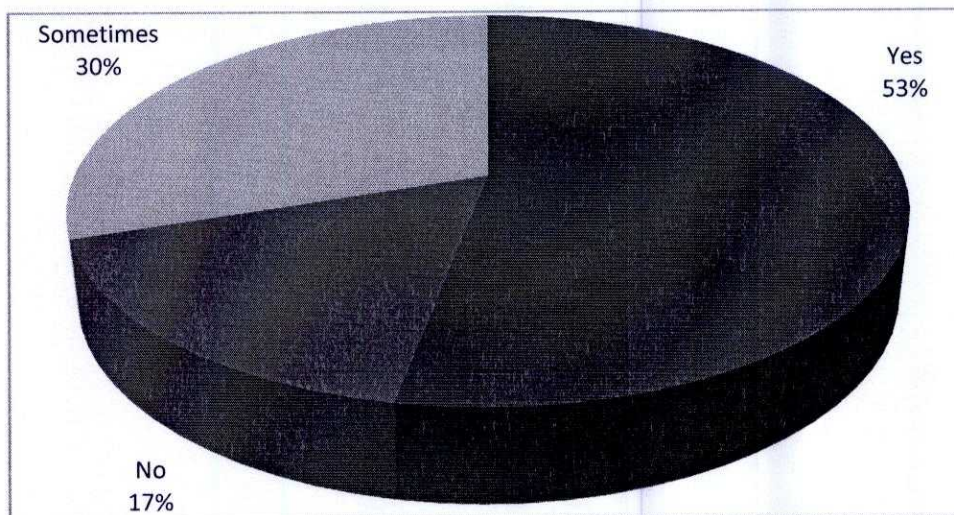
Question no. 26

Does location of showroom affect your buying decision?

In this question majority respondent said location of showroom affect their buying decision. If the location of the showroom is near to respondent house then it's natural that respondent obviously go to that showroom for buying shoes.

On the other hand, least respondent said location does not matter in buying shoes. May those respondents are shopaholic. They enjoy buying stuff from different places.

As location of the showroom affect customers buying decision, Jennys shoes ltd have to take step to increase their outlet. Scores of outlet can attract new customers.



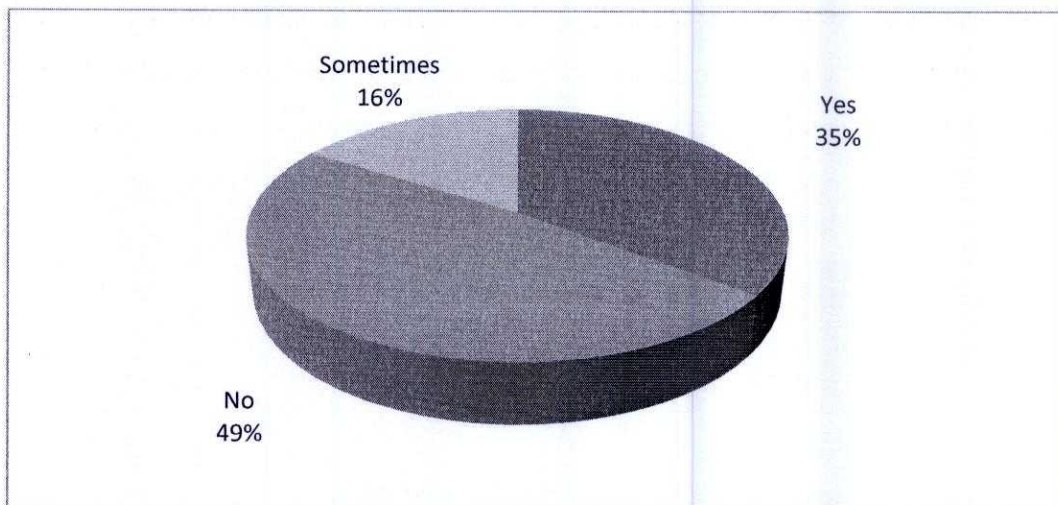
Question no. 27

Does your children's choice affect your buying decision?

Here majority customers said children's choice doesn't affect their buying decision. In our research we collect most of our data from students. As they have no children, naturally children's choice does not affect their buying decision.

On the other hand minority respondent said children's choice does matter in their buying decision. As twenty eight percent of our respondents are married, children choice does matter in their buying decision. Sometimes parents think that their children's are being familiar with new style and fashion. As a result they depend on their children choice while buying shoes.

As thirty five percent respondent said children's choice affect their buying decision, Jennys shoes ltd can telecast their advertisement in television to attract new generation customers. New generation customers are using face book and twitter. If Jennys shoes ltd use those social network for advertising, they can also attract new generation customers.



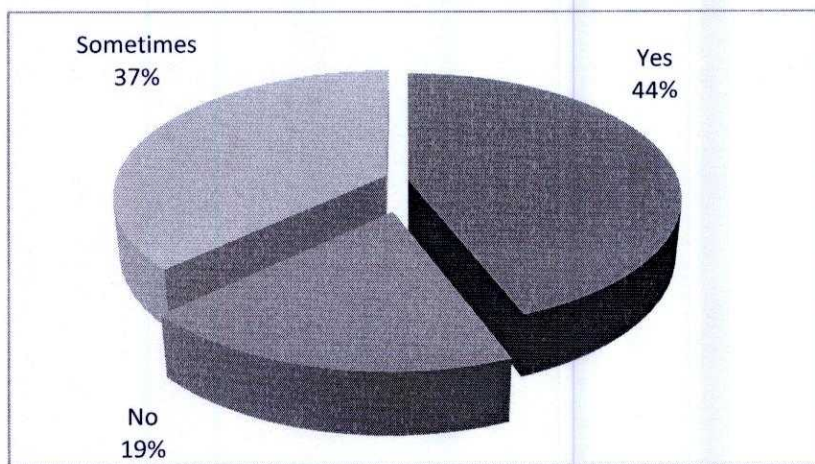
Question no. 28

Does attractive brand name affect your buying decision?

Here majority respondent said attractive brand name affect their buying decision. A brand is a "name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. Far more than just a series of letters, a successful brand name can help to product survive for a long time if it is able to stand the test of time. As we are human being, attractive brand names defiantly magnetize us.

In this question, minority respondent said attractive brand name does not affect their buying decision. Here this respondents perhaps use non branded shows and focus on the quality and design of the shoes.

As majority respondent said attractive brand name affect their buying decision, Jennys shoes ltd have to think about their current brand name. Perhaps unique brand name can help them to attract new customers.



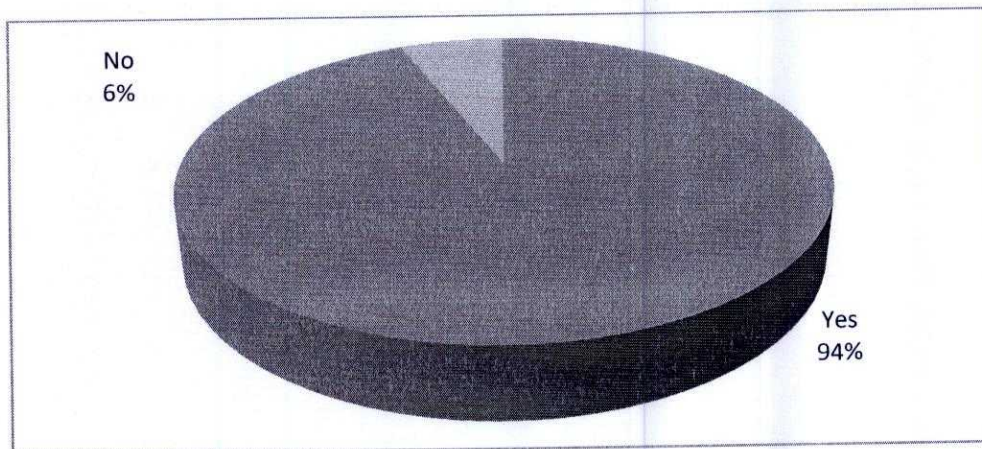
Question no. 29

If the sales service is good, will you go to the showroom again?

In this question majority respondent said, if the sales service is good they will go to the showroom again. Intensive competition among footwear companies today has made customer service a top priority. Employees welcome customers into the showroom with cheery greetings and need to have good communication in order to provide customers with excellent service.

In this question, least respondent said good sale service doesn't attract them. Here this respondents perhaps use non branded shows and focus on the quality and design of the shoes.

As majority respondent said good sales service attract them to go the showroom again, Jennys shoes ltd have to train their employees to provide good customer service. If they provide good customers service they can easily catch the attention of new customers.



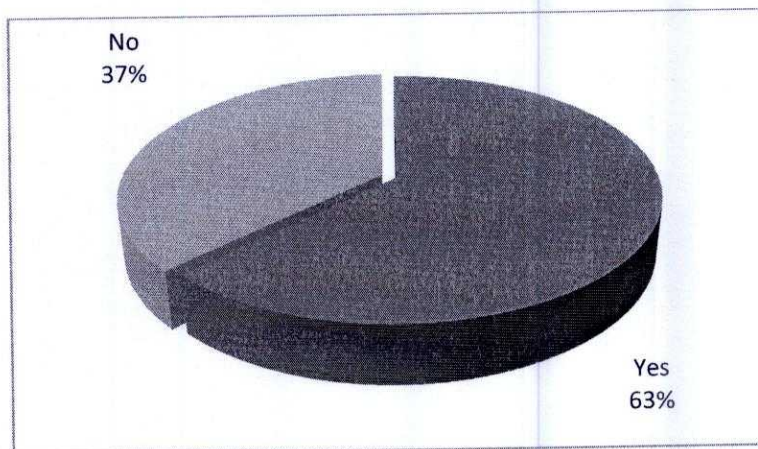
Question no. 30

Does word of mouth affect your buying decision?

In this question majority respondent said word of mouth affect their buying decision. Word of mouth is the passing of information from person to person by oral communication, which could be as simple as telling someone the time of day. Because of the personal nature of the communications between individuals, it is believed that they are more credible. Research points to individuals being more inclined to believe WOM than more formal forms of promotion methods; the listener tends to believe that the communicator is being honest and doesn't have an ulterior motive.

On the other hand, least respondent said word of mouth does not affect their buying decision. Perhaps they don't believe on the recommenders' word.

Jennys shoes ltd can focus on brand advocates, the people who proactively recommend their favorite brands and products online and offline without being paid to do so. Influencer marketing is also increasingly used to seed WOM by targeting key individuals who have authority and many personal connections.



5. Discussion & Conclusion

INTRODUCTION

This chapter includes contribution of the research, Limitation and the future research direction and conclusion. This research report will actually help the shoe company who are not satisfied by the sales growth of their company. How it will help it is discussed in contribution of the research chapter. While doing the research we had to face a lot of problems. Including this limitation we did the research. What kind of limitation we had to face that is discussed in Limitation chapter. At the end of this all chapters the report has a conclusion part. That will summarize the whole report.

CONTRIBUTION OF THE RESEARCH

In Bangladesh no one did this type of research before. The previous research report shows us the financial and economical analysis. They did not mention how a shoe company can increase their market growth like Jenny's Shoes. We have discussed that issue. For that we have prepared 30 questions and the questions were answered by the people below 18 to adult. So we can say that we have covered all most every class of people.

This report will assist Jenny's Shoes a lot. From the Introduction chapter they will know about the history of shoe in the world and Bangladesh. They will also know about how the leather industry of Bangladesh has developed. The narration of the world's most popular shoes company will inform about their success. They can follow them and change the strategy of Jenny's Shoes. Moreover, the taste of men and women about shoes has been illustrated there.

From the problem statement part Jenny's Shoe can identify their tangible problem. Why their sales is declining day by day. This part also showed who their competitors are and how they are doing their business. And the research objective will assist them to recognize the original reasons behind the problem.

The gesture of the interpretation of 30 questions is given below-

- People select their shoes according to their income.
- Men and women's choice varies.
- Decoration of the showroom influences the buying decision.
- Promotion and advertisement manipulates the buying decision.
- Good service increases customer loyalty.

- Customers may switch their brand in terms of price, brand name, features, color, design, and quality.

We have suggested a few stuffs to recover the problems. If they follow the suggested stuffs they, we believe that they can increase their market growth.

- ▶ Jennys shoes ltd. always offer their shoes on high price. Most of the shoe price range is more than 2000tk. So they have to think about their price range. As the market leader, Bata offer their price range for all classes of people, jenny have to take their example.
- ▶ As majority people said they buy shoes half yearly, Jenny shoes ltd. Have to be very concern about their design of the shoes. for example if a customer come in 1st January and buy shoes and then he again come in 1st June and see the same design and color when he come in January, then he become dissatisfied and switching to another brand.
- ▶ Jennys Shoes ltd has to think about their logo design. As logo of the Jennys shoes ltd is very simple, it can be one of great reason for declining their sales growth.
- ▶ Jenny shoes ltd. is a new brand in footwear industry of Bangladesh. To attract new customers they have to think about well decorated showrooms. As their sales growth is declining, to attract customer they can use this technique.
- ▶ Jennys shoe ltd. is a new brand. Their promotional activities are not very satisfying. If they want to attract new customers they have to telecast their advertisement on television.
- ▶ As Jennys shoes ltd sales is declining, to get customers attraction they can focus on their customers service. May be after choose this technique, they can magnetize new customers.
- ▶ Jennys shoes ltd. are losing their existing customers. They have to come up with new idea to make new design, color, and variety in their shoes. Moreover, reasonable price range will help them to attract new customers.
- ▶ Jenny shoes ltd. have to come up with new idea to make quality shoes. Moreover, reasonable price range will help them to attract new customers.
- ▶ As majority respondent want discount, Jennys shoes ltd can offer a discount package for students. So that they can attract new student customers.

- ▶ When we visited Jennys shoes ltd , we saw the offers hills shoes as well as boot. As most of the customers use slippers shoes rather than hill, they have to offer more slippers shoes in their showrooms.
- ▶ Jennys shoes ltd. alleged that they offer leather bags. But when we visited their showroom, we can't see any leather products. As customers prefer leather bags in shoe showroom, Jennys shows can offer leather bags in their showrooms and attract more customers.
- ▶ As majority respondent prefer sports shoes in showroom, Jennys shoes ltd have to offer sports shoe in their outlets. If they offer sports shoes in their showroom, they can attract more young customers in their outlet.
- ▶ As location of the showroom affect customers buying decision, Jennys shoes ltd have to take step to increase their outlet. Scores of outlet can attract new customers.
- ▶ As thirty five percent respondent said children's choice affect their buying decision, Jennys shoes ltd can telecast their advertisement in television to attract new generation customers. New generation customers are using face book and twitter. If Jennys shoes ltd use those social network for advertising, they can also attract new generation customers.
- ▶ As majority respondent said attractive brand name affect their buying decision, Jennys shoes ltd have to think about their current brand name. Perhaps unique brand name can help them to attract new customers.
- ▶ As majority respondent said good sales service attract them to go the showroom again, Jennys shoes ltd have to train their employees to provide good customer service. If they provide good customers service they can easily catch the attention of new customers.
- ▶ Jennys shoes ltd can focus on brand advocates, the people who proactively recommend their favorite brands and products online and offline without being paid to do so. Influencer marketing is also increasingly used to seed WOM by targeting key individuals who have authority and many personal connections.

LIMITATION AND FUTURE RESEARCH DIRECTION

Although the research has reached its aim, there were some unavoidable limitations. First, because of the time limit the research was conducted only on a small size of population. We do not have that much of sufficient money to conclude this research well. Some respondents had difficulty in understanding the questionnaire's format. In the current research several questionnaires were filled in incorrectly, all by disabled participants. Many of the participants who used the incorrect method may be were unfamiliar with surveys. Most of them were not English first-language speakers, and they may have misunderstood the instructions or not read them carefully enough. Finally the slow network might discourage participant's interests and motivation to give the feedback. In future research if this limitations can be eliminated then it will be a better research.

CONCLUSION

As a second skin for our fragile coddled feet, our footwear helps perform feats we could not attempt without them. Shoes are luminal objects that keep us pure and apart from the excremental contagion of the earth. Whether dancing, running, skiing, jumping, or presenting a cultivated self-image, our footwear is an indispensable part of our lives. We could much sooner get along without automobiles, televisions, computers, CDs, and even clothing than we could do without our shoes. But it is not, or no longer, their simple functionality that we value. This paper has reported only a portion of the findings from the shoe study. But a shoe is not only a product but also an ornament. So Jenny's Shoes should keep it mind that a man or a woman does not wear a shoe to cover their barefoot but also to show off. So by introducing a new trend to the new generation they can capture the shoe market. In terms of quality they should not compromise it. If they can manage the quality and launch new design with the promotional activity we do believe that one day they will be the market leader by increasing their market growth.

6. Reference

The reference page is a crucial element of our research paper; it helps us prevent plagiarism, and it proves we did our research.

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7. Appendix

Marketing Research Questionnaire

question4	Male	51
	Female	49
question5	Single	72
	Married	28
question7	10-15	1
	16-20	21
	21-25	61
	26-30	4
	30 above	13
question8	Student	81
	Housewife	5
	Service	14
question9	5000	79
	>10000	8
	>20000	1
	>30000	12
question 10	Branded	69
	Non Branded	31
question11	bata	79
	apex	59
	jennys	30
question12	Brand Name	16
	Price	7
	Quality	37
	Variety	1
	Secrvice	4
	Color	3
	Design	14
question13	<1000	28
	>1000	37
	>2000	28
	>5000	7
question14	Monthly	20
	Half Yearly	65
	Yearly	15
question15	Yes	38
	No	24

	Sometimes	38
question16	Yes	53
	No	20
	Sometimes	29
question18	TV	46
	Radio	4
	Newspaper	24
	BillBoard	19
question19	Yes	45
	No	23
	Sometimes	32
question20	Yes	79
	No	21
question21	Price	19
	Quality	19
	Color	7
	Design	18
	Features	7
	Brand Name	2
question22	Yes	83
	No	17
question23	Slipper	48
	Hill	19
	Sponge	3
	Boot	30
question24	Bag	49
	Belt	21
	Leather Clothes	15
	Socks	23
question25	Yes	75
	No	25
question26	Yes	53
	No	17
	Sometimes	30
question27	Yes	35
	No	49
	Sometimes	16
question28	Yes	44

No	19
Sometimes	37

question29	Yes	94
	No	6

question30	Yes	63
	No	37

Marketing Research Questionnaire

Hello. We are students from BRAC University, doing a marketing research on foot wear companies of Bangladesh and would like to ask you a few questions. It will take about five minutes of your time. Please select only one answer, unless otherwise specified. Thanks!

1. Name : *Nusrat Sharmeen Anika*
2. Location : *Dhaka Cantonment*
3. E mail : *anika.nusrat@gmail.com*
4. Gender : Male ☐ Female ☒
5. Marital Status : *Single*
6. Number of Children : *X*
7. Age : *21*
8. Occupation : *Student*
9. Income Monthly : 5000 >10,000 >20,000 >30,000
☒ ☐ ☐ ☐

10. What kind shoes do you prefer?

Branded None branded
☒ ☐

11. Name 3 brands that come to your mind when you think about shoes

1. *Bata*

2. *Shimmer*

3. *Apex*

12. Justify your selection on question no 11:

Brand Name	Price	Quality	Variety	Service	Color	Design
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. What kind of price range you prefer most for purchasing shoes?

< 1000 >1000 >2000 >5000
☒ ☐ ☐ ☐

14. How often do you buy shoes?

Monthly half yearly yearly
☒ ☐ ☐

15. Does the logo of a shoes brand affect your buying decision?

Yes no sometimes
☒ ☐ ☐

16. Does well organized/well decorated showroom affect your buying decision?

Yes no sometimes
☐ ☐ ☒

17. Does well organized/well decorated showroom affect your buying decision?

Yes No Sometimes
☐ ☐ ☒

18. Which media do you prefer most for your shoes advertisement?

TV Radio Newspaper Billboard
☒ ☐ ☐ ☒

19. Does customer service motivate you to buy shoes?

Yes No Sometimes
☒ ☐ ☐

20. Will you take the chance of switching to another brand?

Yes No
☐ ☒

21. If yes then why?

Price Quality Color Design Features Brand name
☐ ☐ ☐ ☐ ☐ ☐

22. Does discount motivate you to buy shoes?

Yes ☒ No ☐

23. What types of shoes do you prefer most?

Slipper ☒ Hill ☐ Sponge ☐ Boot ☐

24. What types of additional products will you prefer in showroom?

Bags ☒ Belt ☐ Leather clothes ☐ Socks ☐

25. Do you want sports shoes in showroom?

Yes ☒ No ☐

26. Does location of showroom affect your buying decision?

Yes ☒ No ☐ Sometimes ☐

27. Does your children's choice affect your buying decision?

Yes ☒ No ☐ Sometimes ☐

28. Does attractive brand name affect your buying decision?

Yes ☐ No ☐ Sometimes ☒

29. If the sales service is good will you go to the showroom again?

Yes ☒ No ☐

30. Does word of mouth affect your buying decision?

Yes ☒ No ☐

Any further comment: