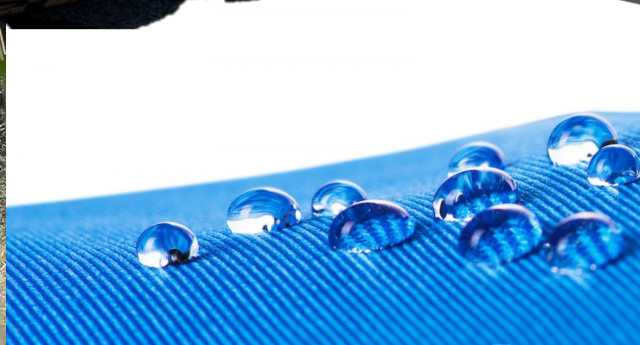


Comfort



- The product I am bringing into the marketplace is rain/hiking boots. The target audience for these boots is both men and women between the ages 20 and 50. This group can be either single or married, doesn't really matter. The goal is to make these boots affordable, even with the technology included in it, so people who make at least \$25,000 or more will be able to afford. I want to make these boots appealing that it will intrigue everyone and anyone, even the average person.
- I want to make my boots for people who like to spend time outdoors, but I also want to make these boots for people who simply need a pair of rain boots. The one activity these people like to do is go on hikes, whether it be barely or excessively. So that's why I want people in their early adulthood to their middle adulthood to buy my boots. People in their early adulthood will trying to live life and experience new things. Meanwhile people in their middle adulthood, they'll either be retired or planning to be so experiencing the outdoors will be something they'll want to do. The kind of motivation I want my target audience to have is to live life to its fullest.