

ZENRI CHAINED SANDALS
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BUF 2400


Target Market

The primary target of the product is generally women with a taste for high quality shoes. The shoes range from size 5 to 13, this means that is all inclusive of women with small sized feet and larger feet, therefore any woman interested in high quality shoes can get their own size. The shoes offered range are of two main types which are pumps and sandals. The brand is particularly keen on marketing plus size shoes because plus size women have an extremely hard time finding shoes that are pretty and ones that fit them. The product line is inclusive of all shoe sizes because I have seen close family and friends struggle to find their correct shoe sizes.



Product & Brand Description

Zenri Chained Sandals & Pumps were chosen to be the lead project line collection picked up by 10 Corso Como in New York. The shoes are ideal for the summer and spring. The shoes are available in white, black and red and have a gold chain embellishment. They are designed for three different types of women i.e. the corporate woman, and the sexy fill good summer woman.



Assortment of Products




Product type 2



Assortment of Products

The chained pump will have two different variations; the first variation will be a plain chained gold pump that is available in black white and gold. Then the next variation will be a pearl and gold embellished pump that is also available in white, black and red. On the other hand the sandals will be of three main colors black, white and red. Since the shoes will be put in a store first a small number of shoes was considered ideal because of the space allocated by the store. However we hope that as we expand online we can have a variety of shoes that are chain embellished and not just two kinds of shoes.

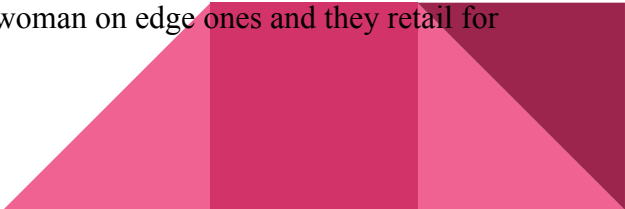


Market Segmentation

Working Woman- the woman is the type of woman that is always working and needs a pair of shoes that complements her corporate style. She is looking for pretty but at the same time comfort and quality. Our chained pumps are designed to fit perfectly the corporate woman and they generally retail for \$50


Woman on Edge- the woman on edge is a type of woman who is looking for sexy summer fill sandals. She particularly loves buying what is on trend that season. Our Chained sandals will be ideal for the woman on edge and will retail for \$75 to \$100

Red Carpet Woman- the red carpet woman is a type of woman whose style is mostly influenced by what she sees on the runway. If it is on the red carpet then she will buy it no matter the price. The shoes are the same as the woman on edge ones and they retail for \$75 to \$100.



Strategic Planning

There are two main strategies that we plan on adapting to ensure that the product line is a success. The first strategic plan is to create a new standalone product. Our products are unique because they are embellished with gold chains; they are also new age shoes that are expected to appeal to the younger and more modern generation. Our products are not the same as the ones found on the market because the products will be subject to a few changes. For instance not only are our pumps embellished in gold chains they also have pearls at the top for a chic style. The second strategy lies in the scope of our market place. Our products will be mainly accessible on the 10 Corso Como Store but this does not mean that they are inaccessible online. We have a website that supports e-commerce and this will be used to ensure that we increase our market reach to all states in the US and then later we can expand overseas.



Marketing Strategy

Before the successful launch of our shoes we plan on running a successful ad on billboards and on TV. The ad campaign will be based on evoking emotions of comfort, style and confidence. We also plan on use influencer marketing to make the shoes popular. Currently a lot of people's buying decisions are influenced by the people they see on social media. Therefore for this we will solely rely on Instagram. We also have active social media sites and we will use this to do paid marketing on platforms such as TikTok, and Instagram. Apart from that we will also make use of Google Ads and YouTube Ads.

