**Get-Fit Sports Shoe Company Marketing Plan Final Paper**

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**Executive summary**

Health awareness and lifestyle changes has led to growth of sportwear industry. Today most people take sports and recreational activities to keep themselves fit. Consumers are spending more on sportswear products. Sports shoes and apparel business has positively impacted the American economy in numerous ways, for instance creating employment and increasing competition in the capitalist system. The Get-Fit Sports Shoe Company is a small business enterprise that will venture into sports footwear production. Get-Fit Company anticipates starting as a sole proprietor, and then the management will branch it as the business enlarges. U.S market is dominated by big sports footwear companies like Nike, Adidas, Fila, Puma, Reebok; therefore, for Get-Fit Company to survive in this stiff competitive market must come up with a good product marketing plan. Get-Fit marketing plan will include:

clear business strategy and ways of investing more in its products through emotional marketing. The company will also design high-quality products, embrace technology, and manufacture products that adapt to customers' needs.

**Situation analysis**

With the current lifestyle, most customers are focused on health and wellness, making them purchase sports shoes for exercising. People have realized exercising is part of their healthy diet; as a result, Get-Fit aims at making its products available to its customers (Kotler et al., 2016). Get-Fit is operating in a stiffly competitive market where most companies compete for sales. As a result, they spend a considerable amount of money marketing their products. Today, sneakers are worn everywhere and not restricted only in gyms or outdoors. So, Get-Fit will design its products to fit these needs.

To stay in a competitive market, Get-Fit Company is ready to embrace new ways of products marketing, for example, partnering with celebrities, offering competitive prices, embracing technology and innovation, and designing its products from lightweight materials (Kotler et al., 2016). Also, welcoming its customers to customize their shoe designs according to their taste. The online design will allow the customers to choose the material, color, design, and shoe text. There is also a need to differentiate Get-Fit Company from other related businesses. To differentiate to Get- Fit business shall perform SWOT and TOWS analysis.

**SWOT and TOWS Analysis**

Evaluating SWOT and TOWS analysis will help understand Get- Fit Company performance. Analyzing Get- Fit's strengths, weaknesses, opportunities, and threats will help draw a business marketing plan. Get-Fit SWOT and TOWS analysis is illustrated in table A.

| Internal Factors  External Factors | **Strengths:**  1.Offer customized sports shoes.  2.Specializes in both men, ladies, and kids’ sports shoes  3.High knowledge and skills to customize the products  4. Sell products at affordable prices  5. Fast innovation process.  6. Big customers’ base  7. Sophisticated marketing techniques  8. Strong market position  (Vorhies et al., 2009 | **Weaknesses:**  1. Lack of diversification.  2 Dependency on U.S market  3. Increasing marketing  (Vorhies et al., 2009). |
| --- | --- | --- |
| **Opportunities:**  1.Customers willing to pay for customized shoes  2.Upcoming markets  3.Business diversification  (Vorhies et al, 2009). | **SO, Strategies:**  1. Get- Fit company to invest more in digitalization and products innovation. Digitalization will enable the company to expand its e-commerce, products, and design.  2. Excellent marketing can boost Get–Fit growth in US markets and later venture into global markets.  3.Introduce sophisticated products designs  (Vorhies et al., 2009 | **WO Strategies:**  1.To succeed Get- Fit to invest more in the market  2.Minimizing its dependence on one region's market will open new revenue channels.  3.Manage its operation cost and emphasize more on digitalization and innovation.  4.Higher qualified marketing personnel's  5.Consider opening another branch after customers increases  (Vorhies et al., 2009). |
| **Threats:**  imitation  Gaining a reputation in the competitive market needs time  Most people prefer buying sports shoes in big brand companies  Intense competition from other foot wares.  Rapid technological advancements  High marketing expenses  (Vorhies et al., 2009). | **ST Strategies:**  1.Get-Fit use its marketing and innovation capabilities to control the competitive pressure.  2.Get- Fit to invest more in marketing,  3.Get- Fit to compete with other businesses to lower their prices  4.Start offering discounts and give ways to attract more customers  (Vorhies et al., 2009). | **WT Strategies:**  1.Most customers might be unwilling to buy products from new businesses without an established reputation.  2.Feeling intimidated by other big brand companies offering the same products with huge discounts.  (Vorhies et al., 2009). |

**Marketing strategy**

Get-Fit Company will use various marketing approaches to attract customers and achieve the company objectives. One aspect which will make the Get-Fit Company excel is product differentiation. Get-Fit Company anticipates selling its products through inspirational stories. The storytelling skills will differentiate the Company from others and develop a sense of belonging. By selling their products through stories, customers will become aware of their strengths and feel motivated to exercises more (Steinhoff et al., 2019). Get-Fit is planning to create YouTube channel is known as “*Press on, it will count at last*." Since the products are sold to trainers, athletes, and those people training to be fit, the stories will inspire them to attain their body goals. Stories will make customers trust themselves and train their minds and bodies to overcome life challenges. In the future, through storytelling, the Get -Fit Company will introduce ideas for the customers to write novels for their product's brand relevant to the client's lifestyles, goals, and motives (Vorhies et al., 2009).

Get-Fit its growth will come from the product mix. The business is ready to embrace research investments and manufacturing new products to keep up with technological advancements. The product development is based on outward ideas where the business will research to know the customers' desires and manufacture the product that fits those needs. The business will integrate new technology into its products to manufacture high-quality products (Kotler et al., 2016). Since the shoes are the leading brand in Get- Fit Company, in the next two years, the business will add more products lines in this section. It will differentiate shoes per sport, like cricket, tennis shoes, and basketball. Also, after the business picks, the Get- Fit Company plans to start selling apparel like shorts and jerseys. Lastly, Get-Fit Company will use a value-based pricing strategy to increase sales growth and profits. To attain success, Get-Fit businesses will divide the market and targeted groups with specific products at a certain price that meets their financial ability (Kotler et al., 2016). The business should avoid any price wars with competitors.

Get– Fit Company will sell its products through supermarkets and online. The Company will evaluate the value customers are willing to pay for the sports shoes to determine the maximum pricing. Competition in the sports shoe market is high, with known brands offering their designed products at low prices, and so Get – Fit Company must look for a way to survive in the market. Value-based pricing will ensure the customers are happy paying the set price and the value they acquire (Luan & Sudhir, 2010). The method will enable Get-Fit Company to strengthen its brand name, develop strong customer relationships and improve the business bottom line.

**Marketing Promotion/Tactics**

Get-Fit will also use the power of social media platforms, like Facebook, Twitter, Instagram and YouTube. According to Luan & Sudhir (2010) social media is an excellent tool for new and young businesses because marketing the platform's business has a little cost. The Company should invest time to build its presence and engage content to attain followers (Luan & Sudhir, 2010). Get-Fit Company will use regular premiums to its followers in the form of products discounts, flash sales, and give-away. The Company will post its products on these sites and encourage conversation with the customers. Get-Fit anticipates selling stories on these platforms. Selling stories, values, and benefits will place the Company in a competitive advantage, and this means it will not strain more competing with its competitors. Through Facebook and Instagram, the Get- Fit company plans to empower women to live a healthy and fit lifestyle. The customers will be encouraged to share their ambitions and experiences, which might attract more customers (Kotler et al., 2016). The Company will use its social media platforms to post stunning and vibrant shoe images to give the audience a good impression of unique products.

Get- Fit company will use YouTube to show how the customers can customize their shoes. The YouTube videos will show options on how the customer can change the shoes from sole type, color, and even adding text or graphics. YouTube will start with specific customization, which will entail customers choosing shoe style, showing the customers how to select a base color and how to add customized graphics (Kotler et al., 2016). The customized shoes will be charged 10% more of the set product price. Get- Fit company understands that modern customers want shoes that match their clothes and reflect their personalities (Kotler et al., 2016). Also, letting the clients customize their shoes promotes brand loyalty and increases customers' value.

Furthermore, Get- Fit Company plans to develop an excellent shopping experience to attract more customers. Get -Fit*# excellent shopping .com website* is set to recommend relevant products to the viewing clients. For example, if the customer views women's sports shoes, the website can recommend other products with similar styles and colors. The website will also have customers' shopping experience product filters. As the clicked image suggests consumers with other related products, the filter will sort images per size, a brand, material, suitable occasion to wear the shoes, shoe width, weight. When it comes to sportswear and online purchasing, most customers are picky, so the business must explain it in detail to convince them to buy the product.

Furthermore, Get -Fit Company will also use flyers and brochures to advertise its products. The flyers will be distributed through mailboxes. The flyers will highly use the business's products and contact information. Besides, pining posters in public spaces, supermarkets, and malls free bulletin board (Kotler et al., 2016). However, to attract the customers, Get–Fit Company will ensure the posters are visible and have removable tab for the customers to present for a product discount. During the first years of business, it is vital to recognize the power of referrals networks—referral networks like business-to-business referrals and customers to customers. Get–Fit Company will offer products discounts to all new referred customers. Other effective promotional strategies the Company will use include local radio advertising, local magazine flyers, business cards, events, product logos, and direct mail advertising.

**Financials**

Get-Fit Company will employ two part-time employees and include business owners to have three marketing employees. The following is the Get- Fit Company marketing budget.

**Table 1.**

|  |
| --- |
| **Get- Fit Marketing Budget** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **January** | **February** | **March** | **Q1 Totals 2022** |
| **Employees**  **Wages**  **Bonuses** | **$7,500**  **$100** | **$7500**  **100** | **$7500**  **$120** | **$22,500**  **$320** |
| **Online marketing research** | **$220** | **$200** | **$190** | **$610** |
| **Marketing promotions**  **Business logo**  **Videos (YouTube)**  **Web design**  **Local radio**  **Brochure**  **Business cards**  **Advertising** | **$420**  **$240**  **$350**  **$430**  **$550**  **$300**  **$300** | **-**  **$240**  **-**  **$380**  **$550**  **$250**  **$250** | **-**  **$240**  **-**  **$420**  **$500**  **$300**  **$300** | **$420**  **$720**  **$350**  **$1320**  **$1600**  **$850**  **$850** |
| **Totals** | **$10250** | **$9360** | **$9140** | **$27790** |

Get – Fit business is open seven days a week. From the financial table, January revenue is low since it is the first month of the business operating. Each day, get- Fit projected $ 160 for men sports shoes, $130 for women sports shoes, and $85 for children's shoes. Thus, the January revenue estimate is $ 11,200. However, in the following two months of the first quarter, February and March, the revenue is anticipated to increase by 8% in both product categories.

The table below shows monthly forecasted revenues.

**Table 2**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Monthly Revenue Forecast** | | | | | |
|  | **January** | **February** | **March** | **Q1 2022** |  |
| **Children** | **$2550** | **$2754** | **$2974** | **$8278** |  |
| **Men** | **$4800** | **$5184** | **$5598** | **$15582** |  |
| **Women** | **$3900** | **$4212** | **$4548** | **$12660** |  |
| **Totals** | **$11200** | **$12150** | **$13120** | **$36520** |  |

**Controls**

Get- Fit business marketing plan expert will monitor the planned outcome. Also, Get–Fit will employ Key Performance Indicators (KIP) to manage the marketing plan operations. Key Performance plan will track businesses' online views on all social media platforms and business websites. Also, to monitor daily business revenue and all daily transactions to know if the business is making profits and needed changes needed (McDonald & Wilson, 2016).

Furthermore, Get-Fit businesses will use an online survey to rate the products and give reviews and product experiences. The survey will also have a section the customers can recommend the changes they would like to see (McDonald & Wilson, 2016). Analyzing the reviews made by the customers will help the business understand the customer's satisfaction and what they want. Giving the customers the platform to have a voice through reviews improves the business ranking (McDonald & Wilson, 2016). The Company will also evaluate marketing expenses and adjust those areas showing low responses.

**Implementation**

Get–Fit Business marketing plan will be implemented as indicated in the following table.

**Table 3.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Milestones** | | | | | |
| Marketing plan completion | Start data | End date | budget | Person in charge |
| Business logo | 1\10\2022 | 4\10\2022 | $420 | Terry |
| videos (YouTube) | 1\10\2022 | 4\10\2022 | $720 | Terry |
| web design | 1\10\2022 | 4\10\2022 | $350 | Daniel |
| local radio | 1\15\2022 | 4\15\2022 | $1320 | Amos |
| brochure | 1\15\2022 | 4\15\2022 | $1600 | Daniel |
| Business cards | 1\15\2022 | 4\15\2022 | $850 | Daniel |
| Advertising | 1\15\2022 | 4\15\2022 | $850 | Amos |

**Marketing plan implementation**

1. Marketing goals: Get – Fit company aims at increasing traffic to its products to increase revenue and achieve profitability.
2. How marketing strategy will be achieved: The YouTube videos will showcase different shoe models, inspirational stories and also show clients how to customize their shoes. The team will create a company logo that will grab customers' attention, then forward the logo to the website team to write a blog post and do branded giveaways on social media and physically. The logo will be in all the products, websites, business cards, and advertisements. The business cards will be given to people.
3. How to achieve the marketing goals: Define the target audience; for example, Get-Fit focuses on men, women, and kids. The company will analyze SMART marketing goals, SWOT analysis, marketing channels, brand positioning, and ways of tracking ROI (Vorhies et al., 2009).
4. Workflow execution plan: it will include mapping everything needed, reducing workflow steps, combining steps into tasks with clear actions verbs, the assigned people, and timeline.
5. How to manage the projects: embracing innovation to update new data constantly.
6. Measuring the results: if the marketing is yielding results as per expectations? Does the timeline require adjustments, are workflow steps practical, or do they need adjustments?

The implementation plan will help the team execute the marketing strategies well. The implementation plan will offer guidance to put the marketing strategies into actionable and practical tasks. The team will develop checklists, marketing workflows and organize calendars to track project completion (McDonald & Wilson, 2016). Also, use project management software to have clear deadlines with the implementation. This will ensure the team knows what is due and when without confusion. Lastly, the marketing implementation will clearly outline who is handling which task to create accountability. The method will make tasks get done on time since there is no confusion, and this will boost team productivity (Kotler et al., 2016). However, for getting–Fit to stay in a competitive market, it should be flexible to welcome changes in the marketing plan in case of the emergence.

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