

Shoe Warmies

By: Tommy Owens, Anushka
Parikh, and Jeseca Sakla

The Problem That Needs Solving :

Problem:

- In very cold places, people have a hard time enjoying themselves because their toes feel like they are about to fall or from the cold.
- People's feet feel very numb in cold areas.
- People get frostbite if they are not wearing warm shoes.

Solution:

Shoe Warmies are the way to go!

We have created the perfect shoe to keep you warm and toasty this winter. This shoe has built in heating warmers. For any time you find yourself in a cold place and your feet are freezing, all you have to do is put on our very comfy and convenient shoes. These heat warmers can go up to 80 degrees Fahrenheit. You can adjust the heat of your shoes. Overall, Shoe warmies are the way to go!

Product Pictures/Inspirations:

\$129.99



Built-in heater!



\$69.99

Strengths & Weaknesses:

Strengths:

- No cold toes
- Affordable
- Compact
- Stylish
- Can act as a normal boot or as a heater
- Many different styles and colors
- Does not take long to recharge

Weaknesses:

- Heater may lose full power after many hours and has to be recharged

Opportunities & Customers:

Customer:

- People who live in cold places or enjoy traveling up in the mountains will find our product perfect for them
- They are perfect for skiing and snowboarding as we make custom shoes to perfectly adhere to our customers wants and needs.

Threats:

- Our biggest competitors will be hand and feet warmer companies:
 - Hot Hands
 - Columbia
 - The North Face
- Hot Hands products, however, cannot be reactivated after being opened
- Prices for other products tend to be higher when people are looking for quality materialawwww
- Another competitor could be heated sock companies

The End