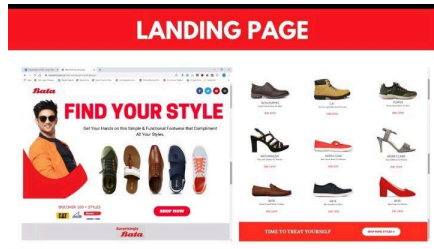


## Case study

Analyze real-world examples of successful digital marketing campaigns. Extract lessons learned and apply them to your own strategies.

**Brand name:** Bata Brand



The business went public in 1973 and changed its name to Bata India Limited. They have their manufacturing products and tannery in five specialized locations across the country - the most successful retail stores are companies in Bangladesh, Czechoslovakia, Switzerland. The business has more than 1200 stores in its retail network in the metros, mini-metros, and cities. The retail strategy includes four types of stores in the United States: City store, Large store format, Family store, and Manufacturing plant store.

Bata India is the leading and largest manufacturer of shoes in India, a part of the Bata Shoe Organisation (BSO). In the beginning, footwear was stated in handicrafts and small sections before the entry of Bata into the Indian market. Bata Footwear Company Private Small was incorporated as a small operation product in 1931 in Konnagar, India. Tomas Bata built its first manufacturing facility at the start of 1934. The company widened in the years used in its size, and the township was known as Batanagar. It was the first company to get recognition for its production facilities in the footwear industry.

### Bata faced the following social factors:

Change in the approach to life of the people (buyer).

Increasing fashion styles.

Advertising, promotion, and press.

Change in buyer tendencies and footwear marketing.

**PRODUCT PORTFOLIO** :Bata's vision is "To make great shoes accessible to everyone!" It offers footwear for all age groups. It has over 2500 styles of footwear & accessories. Bata's portfolio includes Boots, Formal Shoes, Casual Shoes, Sandals, Bags, Belts and Wallets for men; Closed Shoes, Sandals, Head Over Heels, Clutches, Scarves, Handbags for women & school shoes for kids.

**COMPETITORS**: The footwear market in India is highly unorganized with many local brands still dominating the market. Paragon & Relaxo are the brands with lower product prices & targeting the masses.Brands like Nike, Adidas and Reebok are the most famous

in the metro cities and urban India. In the formal shoe market, Red Tape & Lee Cooper are leading brands. Puma is the fastest growing shoe brand in India.

**BATA WORLD-WIDE:** Bata has recorded its presence in more than 70 countries with over 5000 stores. The 28 production units are spread across 18 countries. Bata serves more than 1 million customers every day. **BATA ENTERS INDIA 1931-** The company, Bata Shoe Co Pvt Ltd Was incorporated in Calcutta. It manufactured all types of footwear, footwear components, leather and products allied to footwear trade. **1942-** A machinery department was set up to produce the first Indian-made major shoe machine. Also, a leather footwear factory was established in Patna, Bihar, known today as Bataganj. **1973-** Bata Shoe Co Pvt Ltd became a public limited company and the name was changed to Bata India Ltd. **1988-** A new brand of shoe, 'Tiger' was introduced for sales through wholesalers and independent retailers. **1989-** The company entered into an agreement with Adidas of West Germany for manufacturing and marketing of sports.

**Motivation:**

- Online shopping
- Offline shopping
- Ease of shopping
- Footwear for every occasion
- Quality Products

**Interest & Hobbies:**

- Shopping
- Gyming
- Playing cricket
- Trekking

**Pain Points:**

- Slow website and checkout process.
- Stock availability
- High price