

Luku Moto: Where Style Meets Comfort

Introducing Luku Moto, a footwear brand dedicated to providing fashionable and comfortable shoes for the discerning consumer.



by Samuel Thiongo





Identifying the Problem

1

Comfort Compromise

Many consumers struggle to find stylish shoes that are also comfortable.

2

Discomfort Dilemma

60% of consumers report discomfort as a primary reason for not wearing their shoes.

3

Consumer Testimonial

"I often choose looks over comfort, but end up regretting it halfway through the day."

Introducing Luku Moto

Curated Selection

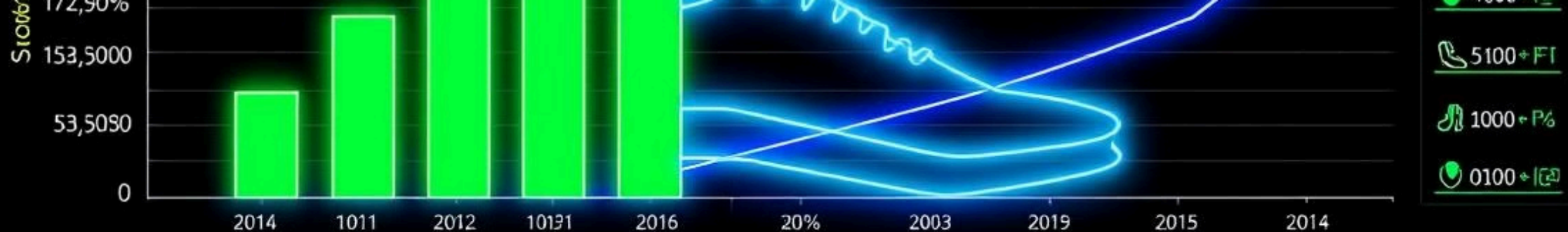
Luku Moto offers a carefully curated collection of stylish footwear.

Innovative Designs

Featuring high-quality materials and innovative designs for optimal comfort.

Excellent Service

Backed by a satisfaction guarantee and exceptional customer service.



Massive Market Opportunity

Market Size

\$365 billion global footwear market, growing at 5.4% CAGR.

Competitive Advantage

Niche focus on stylish comfort, appealing to both fashion and function.

1

2

3

Target Audience

Fashion-conscious individuals aged 18-45, online shoppers, brand loyalists.

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Shop Now



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Lukal Proclaset
\$12.60



Lukal Proclaset
\$13.99



Lukal Proclaset
\$16.40

Boks: 1900m

Business Model

Revenue Streams

Direct-to-consumer sales via Luku Moto website, pop-up shops, and retailer collaborations.

Pricing Strategy

Competitive pricing with a focus on quality, average price point of \$80 per pair.

Marketing Strategy



Social Media

Targeted ads on Instagram and Facebook.



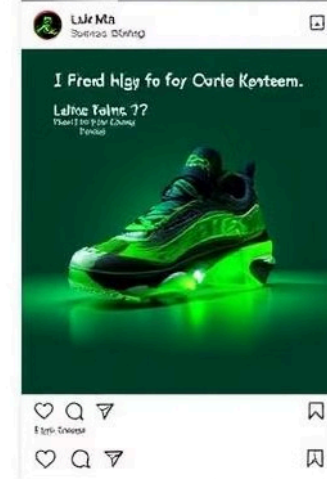
Influencer Collabs

Partnering with fashion influencers for greater reach.



Email Marketing

Regular newsletters featuring new arrivals and promotions.



Competitive Advantage

Competitors

Brands like Nike, Adidas, and local boutiques.

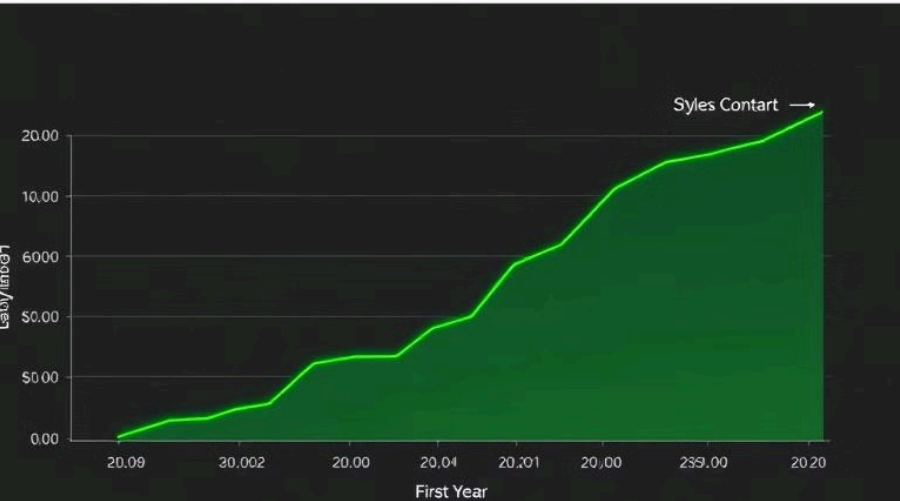
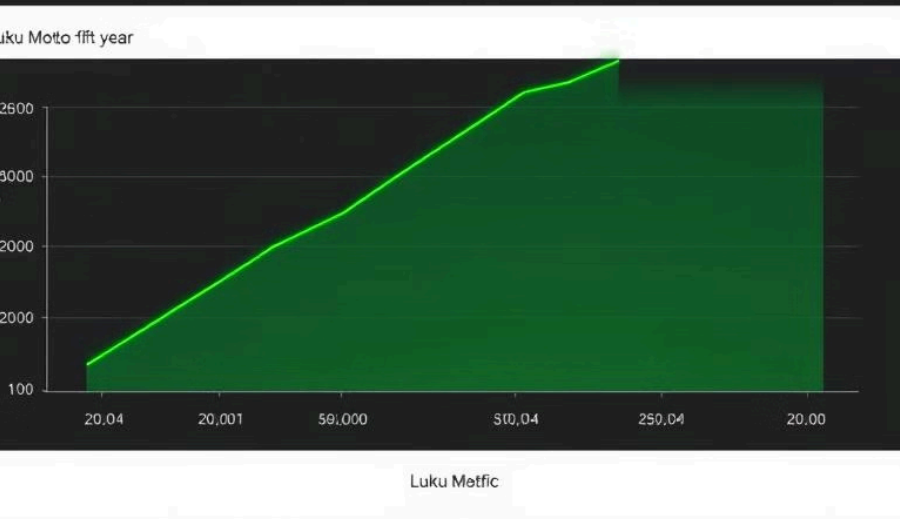
Our Strength

Niche focus on stylish comfort, appealing to both fashion and function.

Their Weakness

Competitors focus heavily on performance, neglecting style and comfort.

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Early Traction

1

Website Launch

Over 1,000 visitors in the first month.

2

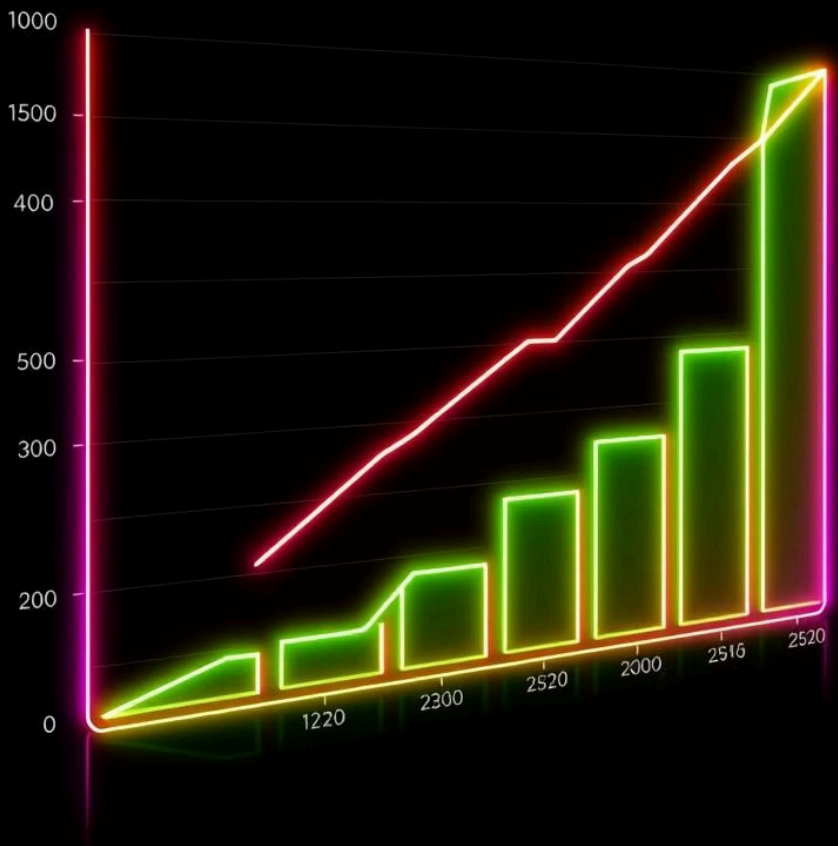
Initial Sales

\$15,000 in the first quarter.

3

User Feedback

"Finally, shoes that don't hurt my feet and look great!"



Financial Projections

Year 1	\$50,000
Year 2	\$130,000
Year 3	\$280,000

Expected to break even by the end of Year 2, with a 30% profit margin thereafter.



Invest in Luku Moto

Join us in revolutionizing the footwear industry with Luku Moto, where style and comfort converge.