

Paddleboatshoes.com – An e-commerce store for men with above average size feet

1. Introduction

- My idea for a website is to create an online store that specializes in footwear for men with larger than average feet. Being a taller man myself, finding shoes that fit and are stylish is often a challenge. My store will provide men's shoe sizes 14 and up, feature top name brands, and with a mobile presence, social media campaigns and an app.
- The value provided by my site will be a dedicated solution for men in this category to shop for shoes in their sizes.

2. Expected List of Features

My website will include the following features:

- Full online shopping experience
 - Product descriptions
 - Product search by brand, by size, and product availability
 - Multiple images of product
 - Shopping cart
 - Shipping options
 - Coupon and special promotion codes
 - Email campaigns that tie-in to social media, mobile app and website
 - Customer product reviews
 - A nice to have would be suggestions of similar items based on browsing history
- By having all of these features we are hoping to achieve a higher conversion rates and more repeat customers by providing an easy sales transaction process.

3. Market Survey / References

1. www.oddballshoes.com
 - Oddball shoes is the closest retailer to my business idea. Oddball has been around for years and has a pretty good selection for taller men.
2. www.americanall.com
 - American Tall is a retailer who specializes in clothing and shoes for women and men taller than the average person. Their shoe selection is fairly extensive but this retailer is more of a clothing store than a shoe seller.
3. www.amazon.com
 - Amazon, just like every other retailer in the world, is the largest and most dominant competitor in this market. With a distribution channel that is world class, they are able to sell more product at cheaper pricing than anyone in the industry.
4. www.zappos.com
 - Zappos is another large shoe retailer that also sells larger shoe wear. Although in years they have branched off to sell clothing, their retail model is one that I will follow pretty closely.