

Day 7 NIKE Shoes Marketplace - Business Pitch Deck

1. Introduction

Marketplace Name: NIKE Shoes Marketplace

Tagline: Every Step, A New Journey

NIKE Shoes Marketplace is designed to empower customers with performance-driven, stylish footwear. With a focus on comfort, durability, and trendsetting design, we aim to elevate every step.

2. Market Problems

- **Comfort vs. Style Dilemma:** Many shoes sacrifice one for the other.
- **Limited Versatility:** Sports shoes often lack style, while stylish shoes lack durability.
- **Durability Issues:** Shoes wear out too quickly for high-performance users.
- **Active Lifestyle Needs:** Limited options for active individuals who value both performance and aesthetics.

3. Solutions

- **Style and Comfort Combined:** Designs that offer both without compromise.
- **Performance-Ready Designs:** Engineered for high performance while maintaining trendy looks.
- **Durable and Quality Materials:** Ensures long-lasting products.
- **Versatile Options:** Suitable for athletes, gym-goers, and fashion-conscious users.

4. Target Market

Primary Audience:

- Athletes
- Gym enthusiasts
- Young professionals
- Fashion-conscious individuals

Trends to Leverage:

- Mobile-first shopping
- Eco-conscious designs
- AI-driven personalization

5. Business Model

Revenue Streams:

- Direct-to-consumer sales
- Subscription plans
- Limited edition collections
- Affiliate marketing

6. Marketing Strategy

Key Approaches:

- **SEO and Content Marketing:** Blog posts, shoe care tips.
- **Influencer Collaborations:** Top athletes and fashion icons.
- **Email Campaigns:** Targeted promotions.
- **Exclusive Drops:** Seasonal and special edition collections.

7. Competition

Key Competitors:

- Established brands like Adidas and Puma.
- Smaller niche brands offering specialized footwear.

NIKE stands out with high-quality, stylish, and performance-oriented designs.

8. Future Plans

Expansion Goals:

- Introduce smart shoe technology for tracking and comfort.
- Explore sustainability initiatives with eco-friendly materials.
- Expand globally into high-demand regions.

9. Technical Skills

Technology Stack:

- **Frontend:** Next.js & TypeScript
- **Backend:** Sanity CMS for real-time updates
- **Payment APIs:** Stripe integration for secure transactions
- **Hosting:** Vercel for scalable deployment

10. Financials

- **Projected Revenue:** \$100,000 in the first year.
- **Profit Margins:** Premium pricing for durable and performance-driven shoes.
- **Operational Costs:** API usage, hosting, and marketing.

11. Call to Action

"Step into a New Era with NIKE Shoes! Experience the perfect blend of style, comfort, and durability."

12. Contact Information

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