

**CYPRUS INTERNATIONAL UNIVERSITY**

**CAPSTONE PROJECT BUSN430**

**PROF. DR. TARIK ATAN**

**BUSINESS PLAN : SNEAKERS4U**

STUDENT :

**VAN ESTIME MBUYA MWADIANVITA 22014692**

**SPRING 2024-2025**

BUSINESS CONCEPT

**SNEAKERS4U** is a dynamic sneaker brand that delivers stylish, high-quality footwear tailored for sneaker enthusiasts. Focused on innovation, comfort, and individuality, Sneakers4U offers unique designs, customization options, and eco-friendly materials to appeal to modern consumers. Whether you're a sneakerhead, an athlete, or a casual wearer, Sneakers4U provides the perfect blend of fashion and function. With a strong online presence , the brand aims to disrupt the sneaker industry and create a community-driven culture around exclusive drops and trendy styles.

# VISION

"MORE THAN A SHOE"

Our vision at SNEAKERS4U is to ensure that every pair worn tells a tale, a tale that define the individual conscious and stylish self; an extension of your personality; join us in shaping a future where every step you take reflects your distinctive character.

MISSION

At SNEAKERS4U, our mission is to revolutionize the shoe wearing experience by combining innovation, comfort, and style that will mirror individual personality.

We are dedicated to provide shoes that go beyond fashion accessories but reflects the unique personality of those wearing them.

PRODUCT DESCRIPTION AND DIFFERENTIATION

**At Sneakers4U, we don’t just make sneakers, we make your everyday go-tos.**  
Whether you’re running around town, hitting the gym, or just hanging out, our kicks are built to keep up. They’re comfy, bold, and made with the planet in mind. Real style, real comfort for whatever your day throws at you.

Key features:

* customizable colorways
* Ultra-lightweight
* Eco-conscious materials and packaging

DIFFERENTIATION

* **Customization Meets Culture**  
  We let you put you in your shoes. With customizable designs and limited collab drops, Sneakers4U empowers self-expression like no other.
* **Eco-Cool Innovation**  
  Our sneakers don’t just look good they do good. Made from recycled and sustainable materials, Sneakers4U is stepping into the future responsibly.
* **Streetwear Meets Sport Tech**  
  Bridging the gap between streetwear fashion and athletic functionality, our sneakers are engineered to keep up from courts to concerts.

# TARGET MARKET

**Men & Women (Fashion & Lifestyle Consumers)**

* Individuals looking for stylish, comfortable, and high-quality sneakers for everyday wear.
* Includes professionals, streetwear lovers, and casual sneaker fans.
* Focus: Trendy, versatile designs that fit both casual and semi-formal looks.

**Students & Young Adults**

* High school and college students who prioritize affordability, style, and comfort.
* Focus: Sneakers suitable for daily wear, social events, and sports activities.

**Sports Halls & Training Facilities**

* Gyms, training centers, and sports clubs looking for quality footwear for members.
* Focus: Bulk orders for team sneakers and performance-based sports shoes.

ETHICAL AND ENVIRONMENT ISSUE

As part of the global sneaker industry, **Sneakers4U** recognizes a major challenge: the environmental impact of fast fashion and mass production. From synthetic materials to high carbon emissions in manufacturing and shipping, traditional sneaker production can take a toll on the planet. Plus, ethical concerns around labor practices in global supply chains remain a serious issue in the footwear space.

The global sneaker market hit $72 billion in 2021 and continues to grow, driven by streetwear trends and demand for versatile, comfortable footwear. Major players like Nike, Adidas, Puma, and New Balance lead the way with constant innovation and celebrity collaborations.  
However, the industry faces challenges like counterfeiting, especially with sneakers seen as collector’s items. Protecting designs and fighting illegal copies has become crucial for brands aiming to stay authentic and trusted.

**SWOT ANALYSIS**

**STRENGTHS**

* **Unique Design & Innovation** – Standout styles, customization options, or eco-friendly materials can differentiate your brand.
* **Strong Branding & Storytelling** – A compelling brand story and values (e.g., sustainability, exclusivity, or performance) can attract customers.
* **Direct-to-Consumer (DTC) Model** – Selling online without middlemen can increase profit margins.

WEAKNESSES

* **Brand Awareness & Trust** – Competing with established sneaker brands (Nike, Adidas, etc.) can be tough.
* **Supply Chain Challenges** – Dependence on manufacturers and possible delays can disrupt inventory.
* **Pricing Strategy** – If sneakers are too expensive, it may limit market reach; too cheap, and they may seem low-quality.

OPPORTUNITIES

* **E-commerce & Global Reach** – Selling through online platforms allows worldwide access.
* **Customization & Personalization** – Offering customizable sneakers can appeal to sneaker enthusiasts.

THREATS

* **Fierce Competition** – Big brands dominate the market, making it hard for newcomers.
* **Economic Downturns** – If consumer spending drops, sneaker sales might decline.
* **Supply Chain Disruptions** – Global issues (e.g., raw material shortages, factory closures) can impact production.

MARKETING STRATEGY

To raise awareness for **Sneakers4U**, we use a mix of traditional and digital advertising. We create eye-catching posters placed in high-traffic areas like malls and gyms to grab attention. We also organize fun events, like sneaker launches and pop-up shops, to connect with customers and create excitement. To boost engagement, we run contests and giveaways where customers can win a pair of sneakers by sharing their sneaker style on social media. Additionally, we leverage platforms like Facebook, Instagram, and TikTok, using paid ads, influencer partnerships, and interactive content to reach and engage our target audience.

FINANCIAL STATEMENT

CURRENT FINANCIAL STATEMENT, PROJECTED FINANCIAL STATEMENT, THE ASK AND THE TEAM

We are going to start with a capital of $100 000 allocated as :

|  |  |
| --- | --- |
| Building | 50000$ |
| Material | 5000$ |
| Inventory | 20000$ |
| Insurance | 5000$ |
| cash | 20000$ |

**BREAK EVEN POINT:**

**Fixed Costs** = $100,000 (your total startup cost)

**Assumed Average Profit Per Unit Sold** = Let’s say $50 profit per sneaker

**Break-Even Units** = Fixed Costs / Profit per Unit

**Break-even units**=100,000/50=2,000 pairs of sneakers

So we will need to sell 2000 pairs of sneakers at 50$ to cover our initial investment of 100000 to break even.

As we prepare to open our first physical store, Sneakers4U is in the launch phase. With initial investments covering location setup, staff hiring, and product development, we currently earn **minimal revenue**, as sales will begin with the opening of our first shop.  
The company starts with **five employees** and aims to build a strong local presence while monitoring growth, customer engagement, and return on investment in the first year.

#### ****Projected Financial State****

For Year 1, our goal is to achieve a **minimum profit margin of 2%**, ensuring proof of concept and profitability.  
From Year 2, we plan to **scale the business**:

* Increase staff to **15 employees**
* Expand the product line to include **premium/high-value sneakers**
* Build a **central warehouse** to supply future branches
* Begin **international expansion** in nearby European markets by Year 3
* Utilize **social media and celebrity collaborations** to drive brand visibility and sales  
  Based on our projections, we expect revenues to grow steadily, reaching sustainable profitability within 3–4 years.

**The ask**

To take Sneakers4U to the next level, we’re looking for a business loan that will help us grow smart and sustainably. Here's what we need the funding for:

**Boosting our working capital**, so we can keep things running smoothly as we expand.

**Building a central warehouse**, which will let us manage inventory more efficiently and supply future branches ourselves.

**Investing in product development and marketing**, so we can create standout sneakers and build real brand buzz through social media and collabs.

We’re asking for **$300,000 to $500,000**, depending on how our first year shapes up. This range gives us the flexibility to scale based on real performance while laying the foundation for long-term growth.

**The team**

**Founder & CEO: VAN ESTIME MBUYA** Leads overall vision, strategy, and brand direction. Focused on making Sneakers4U a leader in ethical and sustainable sneaker fashion.

#### ****Head of Product & Design**** Oversees sneaker design, materials sourcing, and innovation ensuring products are stylish, functional, and environmentally responsible.

#### ****Chief Financial Officer (CFO)**** Handles financial planning, investor relations, and ensures long-term profitability and sustainable growth.

#### ****Head of Marketing**** Leads storytelling, social media, influencer collaborations, and community engagement—building trust and hype around authentic, sustainable sneakers.

#### ****Head of Technology**** Oversees digital platforms, e-commerce, and anti-counterfeit tech like blockchain authentication.

https://theone0411.github.io/van/