



Recommending a Strategy: For a Shoe company



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Agenda

Company profile and background

Necessity for Innovation

Where we are today, What Next ?

E-Commerce / Power of Internet

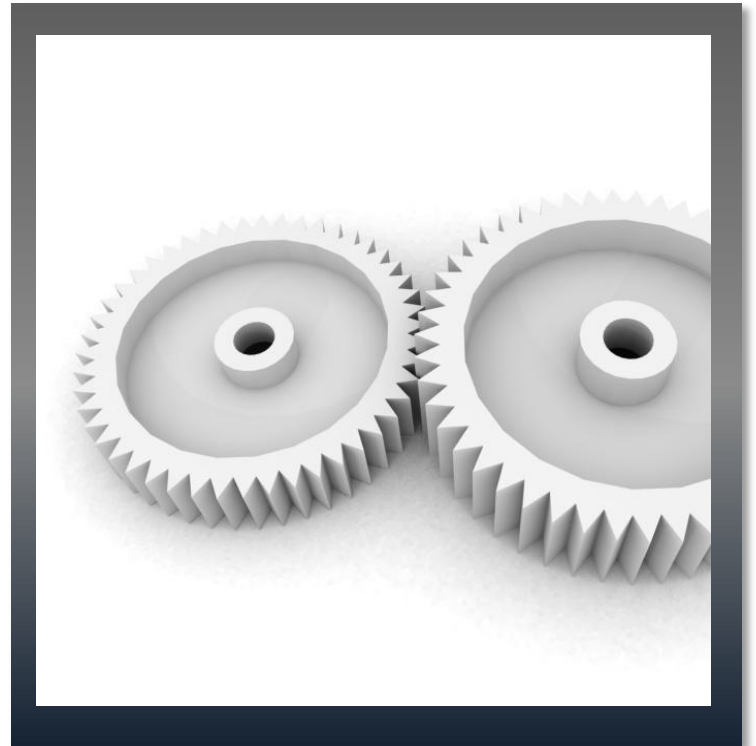
My role

My first assessment

My Case study

Queries to ponder

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Company Profile

Owned and directed by a Canadian Shoe stylist

History

Established in 2006

Very first fashion store was established in 2006 in Downtown Toronto . Deals with fashionable footwear and apparels that have an expert touch of the in house fashionsits

No of employees: 11-50

Years in business: 7 years

Range of shoes: Large from various brands and sizes

Range of apparel : Looks limited

Inventory: Varies based on store locality and needs

Investment: Looks big as they have grown to four stores

No explicit data of Company available on the website for Investors Market data / Stock exchange data to view

Company background

- Vision

Need to have statements on Vision, Mission, Goals and Objectives

It is needed for better visibility of company and also to show case the clean financial positions and statements

Reviews: Rated 4 of 5 as per Yelp

Poor rated comments: If you like main-stream, elegant shoes this place is a no-no. There were about 20-30 pairs to choose from and their style was soooo weird, I would never wear those. (<http://www.yelp.com/biz/balisi-toronto>)

Poor quality products, they fall apart after a few months.
(<http://www.blogto.com/fashion/balisi>)

Balisi needs BBB Accredited, and to have web standards like Web 2.0,HTML5, CSS, Javascript, Silverlight, Animations, product safety standards , ISO complied goods, service quality and standards, process stds etc.

All these build brand for the company.

Company Employer satisfaction

•Employer satisfaction (1.5 / 5):

<http://www.ratemyemployer.ca/employer/employer.aspx?emplID=12529&l=en>

Worst place I've ever worked in terms of overall energy. Extremely catty and sometimes hostile environment, in the winter we would freeze and in the summer we would swelter, archaic POS technology. As management or pre-management we were basically told that our new staff should be terrified of us. If you want to get a job easily this place is ALWAYS hiring as the turnover is so ridiculously high. If you want to work here...best of luck...you will need it.

Clues from external sources point that the employees are not treated well. Not sure if this is same with wages.

Well making the jobs a pleasure by providing right needs can relieve the employee turnover

All these build brand for the company.

Necessity for Innovation

Have we thought of these and implemented effectively ?



- Do we do market survey, analyze products before adding new products ?
- Do we look beyond when investing heavily for another new store ?
- Do we have packaged solution for specific demographic profiles (based on age, location and market segments)
- Are we serious about client satisfaction, have we taken goods that have size complaints or not fully satisfied?
- Are store items placed for best user buying experience
- Do we physically count the inventory day on day basis?

Are we there?



- Do we leverage IT Component to drive the manual monotonous time consuming jobs ??
- Do we have passion to serve client and to build our brand and think of No 1 position in local market segment ?
- Do we need to capture further market share of this big billion dollar business, glamour and adoption to new fashions and never ending human desires ??
- Are we serving the VIP and the most rich ??

Right time to innovate, BUT

There are many unresolved questions:



- I don't want to change the way I am now
- I don't have time and money for experiments
- People may not accept the new changes
- I fear staff might have to be laid off in more automation come in?
- More risk involved as results not clear
- Might need newer products and partners
- Time is not right for the business to change
- Needs more maintenance and external dependence

Where we are today, What Next ?



- Today we are placed as an above average rated store (based on first impression)
- We have systems that are not actively live and adopts to user feedbacks
- We have spent lot of money in goods but sales is not as expected
- We want to be differentiated on our strengths and unique selling points and also cater to more wider customer base
- Leverage IT for Sales, Customer satisfaction, Inventory, Supply chain and market intelligence

Choices for progression



1. Ignore what has been offered, run away attitude
 2. Accept everything without thought, very optimistic
 3. Be safe and invest in a Proof of concept and a model store initially and see what works out, quiet optimistic
- Then what direction would you like to take from here ?
 - Our mindsets match if you selected step 2 or 3 – We can continue this discussion or close this session.

Step 3: Quite optimistic



- Congrats, you like to make a change in a controlled window, budget and time frame
- Yes we are here to help you in bringing the concept, design solution.
- We can help you in realigning your business, relieve you from monotony of work, document the current process and provide better insight to current affairs
- We will baseline your current Modus-Operandi and will conduct several workshops to gather your needs and how best we agree on the realignment of existing items

E-Commerce projects



- Many corporate brands have superior portal web offerings.
- Few links that showcase samples
- <https://www.npd.com/wps/portal/npd/us/industryexpertise/fashion/>
- <http://www.andilinks.com/shoes-1.shtm>
- <http://www.6pm.com/>
- B2B, B2C, Brand building, Online Ecommerce, Best view Catalogues, partners, virtual shopping, and use of Google and Microsoft Cloud services can make life easier to building a great business.

My role



- As shadow member of your staff I will study and document your existing process as permitted
- I will survey around your business, study and capture current process and action items needed for improvement and change(based on business needs, priority)
- I will bring up the proposed “Business requirements document” with use cases, process flow, etc at a high level- for business owner to understand the current state and visualize the changes needed
- I will work with the internal staff in deriving their experiences, and any sensitive issues that needs attention with prior appointment

My role



- I will leverage my knowledge, skills and career/ academic projects to come up with a “recommendation kit”
- I will sit and rework and fine tune the same with all the stakeholders
- Once it is in good shape project proposal will be drafted and a bid made to external vendors/partners to get their quotes for the specific job and project details, capabilities, skills and the benefits they have to offer
- I will help you in the whole process from partner engagement and any technical and business documentation needed with partners.

My first assessment

Sales strategy:

1 Catalog - > Shoes, Apparels for age group, gender and for individual and group workouts.
User experience:
Ease to use drop down selection so that user experience is more comfortable.

Educate user on what the product is and how to use it and what value it gives:

Marketing strategy:

2 Based on buying patterns, success and failure analysis of previous attempts to sell, design a new model to market the products. Like check which area needs more such shoes , demographic profile.

Choose the target group in that demographic and see which products to sell.

Use of E-Commerce:

3 Use Mobile and other push technologies, like a call center to cold call and see if someone needs, take down their email, phone no quickly and follow up on this touchpoints and their interest.
Leverage mass media communication, IT to drive sales

Personalisation strategy:

- 1 Customise for every type of buyer and usage:

Diagrams and demos , links to relevant links and how they can derive the max benefits for the money they give.

Differentiators:

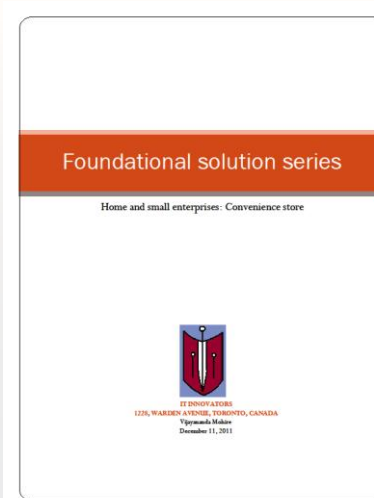
- 2 Obtain market survey of other stores, how they sell and at what price for the same product. Draft your differentiators and the way you sell (money is not always the best option, we might sell at higher price to provide better customer experience and follow up).

Quality:

- 3 How medical board approvals is done and what std these goods have. Who should not use these products. What other usage guidelines and user guides for these products are available.

My case study

Click on Foundational solution series image



Queries to ponder



- Websites: How do each store provide accountability of its inventory.
- How are the stock updated to website online to the Shopping cart(if not available)
- How new products are added? Is there are framework and website std that are used for scalability of the products and stores?
- How each store dept manager manages the website and how does business interact with the web?
- If not control how technology disruptions affect the sales.
- Is there a brand ambassador to these products, are there success stories publishes in BOLD

Queries to ponder



- What is cloud, virtualisation and services concept model? How can you bring that to the B2B, B2C websites, can these be Portals.
- How to build brand using websites.
- Need integration and online updates to the Wholesale and Retail websites
- Need to find better market and sales returns.
- Need to increase sales and reduce inventory stock.
- Better price for the same product. Competitor analysis
- Stds – XHTML, Web 2.0, Canadian web site standards, disability standards, other frame works for scalability, later on additions and subtractions of products etc.

Queries to ponder



- All in all retain existing websites and take a snap shot of the websites and offline data entry, manual, see how these can be automated, how monotonous jobs can be reduced.
- How will the new websites be deployed stage by stage, pilot, and later how can the existing websites be cut-off or traffic diverted to new server boxes, how user can be educated few weeks/months before moving.
- How can the old and new website cooperate and how the clean up / retire of old and legacy code, system can happen.
- Explain the life cycle and how Company vision and goals can be made true by updating the skills, technology and other items.

Next steps



- I am sure you will find my study as an eye opener as to how we can look at our own business
- How to accept situations, baselines and approach the future for better
- There is nothing like no time for improvement
- Well it depends when and how you want to start, its your choice !!!
- You can reach me for a initial assessment and providing you a Road map for your bright future without knowing the Technical details of your IT Department.

Good Luck !!

THANK YOU!

