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1. INTRODUCTION

The project report for Footwear store is as follows:

In today's fast-paced world, footwear plays a crucial role not only in terms of fashion but also in ensuring comfort and supporting various activities. Our footwear store aims to cater to a diverse customer base, offering a wide range of products that combine style, comfort, and function.

The footwear industry is one of the most rapidly expanding industries globally. Increasing demand for new and innovative footwear and emergence of various global as well as regional brands across segments in the category is primarily driving the market. Innovative and trendy footwear are being consistently manufactured by leading market players due to advancement in the footwear manufacturing process, technological innovations, and development of new material. In 2017, the global footwear market size was approximately USD 246.07 billion. Growing at a CAGR of 4.5% in the period 2017-2023, the market is projected to reach USD320.44 billion by the end of the forecast period.

Market Analysis :

The footwear market is highly competitive, with numerous brands vying for customer attention. However, our store differentiates itself by:

Quality Products: Sourcing from reputable brands known for their craftsmanship.

Customer-Centric Approach : Prioritizing customer satisfaction through personalized service and flexible return policies.

Competitive Pricing: Offering value for money without compromising on quality.

Target Audience

Our target audience includes individuals of all age groups who value quality, style, and comfort in their footwear. We also cater to specific niches such as sports enthusiasts, fashion-forward individuals, and those with special footwear needs.

Location, Land , Building & Utilities :

The retail shop / online selling point is located at the busy street and having a prominent location for getting good visibility.

SELECTION OF THE PROJECT :

The best topic for the research is one which arises from the researchers own curiosity. He can handle a topic in which he is really interested well than the one suggested by some one else. The researcher who is prompted by scientific curiosity may be interested in some general subject matter about which little is known.

It is said that ‘select a project which will bring out improvement in the present status of an activity’. More over such improvement should be quantifiable. It means that it should be able to point out how much time, money and other resources can be saved or how much enhancement in sales, production, efficiency and productivity can be achieved through the implementation and suggestions and solutions. The subject matter of the project should be such that it has underlying management principles and theoretical framework on the basis of what data can be collected, analyzed and arguments can be developed. The project idea should be such that it should be applicable in other similar situations like the development of the idea, proving or disapproving of hypothesis and methodology. The project should not be so exclusive that its principals have no other application. The project work should be based on personnel hunch. The selection of the topic is very important job for the researcher. In today’s competitive world employment is emerging great problem. There are various causes responsible for increasing unemployment.

Vision And Mission :

Our mission is to provide high-quality footwear that meets the needs and preferences of our customers. We strive to deliver exceptional customer service and a seamless shopping experience, in-store.

2. RESEARCH METHODOLOGY

It means systematic design, collection, analysis and reporting of data relevant to specific problem.

Research Objective :

Research objective can be defined as a purpose or motive behind the research through which the researcher tries to conclude some of the major and minor findings. There are two types of research objective:

A. Primary objective :

The Footwear research's primary objective is to identify the consumer's Behaviour and preference towards Footwear.

B. Secondary objective :

Our primary research objectives are following:

- Factors affecting the buying pattern of the consumer for Footwear.
- To find out what percentage of population likes to use the footwear.
- To find out which brand of footwear is most preferred.
- To analyze the reason for the popularity of the most preferred footwear.
- To find out how much people spend on footwear in yearly.

- To find out the preferences of people for different brands.
- To find how frequently customer buy footwear product.
- To find out where customer buy such footwear product.
- To analyses the marketing mix strategy adopted by various footwear.
- industry.
- Research objective.

Research Design :

Our research is designed to be both descriptive and exploratory. It aims to describe the current state of the footwear market and explore potential opportunities for the new store. The study involves both qualitative and quantitative research methods to provide a comprehensive understanding of the market.

1. Primary sources of data :

Primary data sources are that data sources which are newly and freshly gathered information which we get first time. Primary data are gathered for a specific purpose or specific project.

a) Observations

b) Questionnaire

There are two type of questionnaire. First is structured and second is unstructured questionnaire. Questionnaire has been used to collect the information the consumer behavior and preferences, most preferred brand and flavor of footwear, customer buying habit of footwear. These data were originated by us only for the purpose of research.

2. Secondary sources of data :

The data that already exists somewhere which was gathered in the past for some other purpose.

b. Secondary Data

Secondary data is gathered from existing sources, such as:

Market Reports: Industry reports and publications provide valuable information on market size, growth trends, and competitive landscape.

Academic Journals: Articles and research papers offer insights into consumer behaviour, retail strategies, and market dynamics.

Online Databases: Data from reputable online database help in understanding broader market trends and consumer demographics.

3. Sampling Techniques

Random Sampling: Used for surveys to ensure a representative sample of the target population.

Purposive Sampling: Used for interviews and focus groups to select participants who have specific knowledge or experience relevant to the research.

4. Data Analysis

Quantitative Analysis: Statistical tools and software (e.g., SPSS, Excel) are used to analyze survey data, identifying patterns, correlations, and trends.

Qualitative Analysis: Content analysis is employed to interpret the data from interviews and focus groups, identifying key themes and insights.

5. Reliability and Validity

To ensure the reliability and validity of the research findings:

Pilot Testing: Surveys and interview guides are pilot-tested with a small group to refine questions and ensure clarity.

Triangulation: Multiple data sources and methods are used to cross-verify the findings and enhance the credibility of the results.

6. Ethical Considerations

Informed Consent: Participants are informed about the purpose of the research and their consent is obtained before collecting data.

Confidentiality: Personal information of participants is kept confidential and used solely for research purposes.

Bias Reduction: Efforts are made to minimize researcher bias by following standardized procedures and maintaining objectivity in data collection and analysis.

7. Limitations

The research acknowledges potential limitations, such as sample size constraints, response biases, and the dynamic nature of the market. These limitations are considered when interpreting the findings and making recommendations.

3. BUSSINESS MODEL AND PRODUCT OF RETAIL STORE :

STRUCTURE :

MANUFACTURER



DISTRIBUTOR



WHOLESALER



RETAILER



END USER

A footwear store's business model typically includes the following key components:

1. Product Offering

- Range of Footwear: Casual shoes, formal shoes, athletic shoes, sandals, boots, etc.
- Brands: A mix of in-house and third-party brands.
- Accessories: Socks, insoles, shoe care products.

2. Target Market

- Demographics: Age, gender, income level, lifestyle.
- Geographics: Urban, suburban, rural locations.
- Psychographics: Style preferences, brand loyalty, fitness enthusiasts.

3. Pricing Strategy

- Competitive Pricing: Matching or undercutting competitors.
- Premium Pricing: For high-end or exclusive products.
- Discounts and Promotions: Seasonal sales, clearance events, bundle offers.

4. Financial Management

- Budgeting and Forecasting: Managing cash flow, planning for growth.

- **Accounting:** Expense tracking, revenue analysis, tax compliance.

Product Range :

Our store features an extensive selection of footwear for men, women, and children, including:

Casual Shoes: Perfect for everyday wear, combining comfort and style.

Formal Shoes: Ideal for professional and special occasions.

Athletic Shoes: Designed for performance and comfort in various sports and activities.

Boots: Suitable for different weather conditions and fashion statements.

Sandals and Slippers: Offering comfort and breathability for warmer climates.





Objectives :

The objectives of a retail footwear store typically include:

- **Maximizing Sales and Revenue:** Increasing the volume of footwear sold and enhancing overall revenue through effective marketing and sales strategies.
- **Customer Satisfaction:** Providing excellent customer service to ensure a positive shopping experience, which encourages repeat business and customer loyalty.
- **Inventory Management:** Maintaining an optimal inventory level to meet customer demand while minimizing overstock and stockouts.
- **Brand Building:** Establishing and promoting a strong brand identity to differentiate from competitors and attract a loyal customer base.
- **Market Expansion:** Exploring new markets or locations to grow the business and increase market share.
- **Profitability:** Achieving financial goals by managing costs, improving margins, and maximizing profitability.
- **Product Diversification:** Offering a wide range of footwear products to cater to different customer preferences and needs.
- **Employee Development:** Investing in training and development to ensure staff are knowledgeable, motivated, and capable of delivering high-quality service.
- **Customer Engagement:** Building strong relationships with customers through effective communication, loyalty programs, and personalized experiences.

- **Adaptation to Trends:** Staying updated with fashion trends and consumer preferences to keep the product offering relevant and appealing.

Limitations :

Limitations of footwear retail stores

- **Inventory Management:** Keeping a diverse range of sizes, styles, and brands can be challenging. Overstocking or understocking can lead to financial losses.
- **Space Constraints:** Physical stores have limited space, which can restrict the amount of stock they can display and store.
- **High Overhead Costs:** Rent, utilities, and staffing can be significant expenses, impacting profitability.
- **Seasonal Demand:** Footwear trends can be highly seasonal, leading to fluctuating sales and potential inventory issues.
- **Competition:** Both local competitors and online retailers can pressure physical stores, offering lower prices or more convenient shopping options.
- **Limited Reach:** Physical stores are constrained by geographic location, limiting their customer base compared to online retailers.
- **Customer Preferences:** Consumers increasingly prefer the convenience of online shopping, which can reduce foot traffic to physical stores.

- **Technology Integration:** Implementing advanced technologies for inventory management, sales tracking, and customer service can be costly and complex.
- **Staff Training:** Ensuring that staff are knowledgeable about a wide range of products and can provide good customer service is essential but can be challenging.
- **Economic Factors:** Economic downturns or fluctuations can impact consumer spending on non-essential items like footwear.

Advantages :

Retail footwear stores offer several advantages:

- **Personalized Customer Service:** Customers receive direct assistance from sales representatives who can help with fit, style choices, and product recommendations.
- **Immediate Product Availability:** Shoppers can try on and purchase shoes immediately without waiting for shipping or handling delays.
- **In-Store Experience:** Physical stores provide a tactile experience where customers can feel the quality, try on different sizes, and assess comfort before purchasing.
- **Product Variety:** Stores often showcase a wide range of brands and styles, allowing customers to explore various options in one location.
- **Expert Advice:** Store staff can offer expert guidance on shoe care, proper fit, and the latest trends.

- **Convenience:** For many customers, especially those in areas with easy access to stores, shopping in person can be more convenient than online ordering.
- **Returns and Exchanges:** Handling returns and exchanges can be simpler in-store, with immediate assistance from staff.
- **Local Economy Support:** Retail stores contribute to the local economy by employing residents and supporting local business initiatives.

4.SWOT ANALYSIS

A SWOT analysis evaluates the Strengths, Weaknesses, Opportunities, and Threats of a business. For a retail footwear store, here's how a SWOT analysis might look:

Strengths :

- **Product Variety:** Offering a wide range of footwear styles and brands to cater to different customer preferences.
- **Location:** Being situated in a high-traffic area such as a shopping mall or busy street, attracting more foot traffic.
- **Customer Service:** Providing excellent customer service to enhance the shopping experience and build customer loyalty.
- **Brand Reputation:** Having a strong and well-known brand that customers trust.
- **Loyalty Programs:** Implementing effective loyalty programs to retain existing customers and encourage repeat purchases.

Weaknesses :

- **High Overheads:** High fixed costs such as rent, utilities, and salaries can reduce profit margins.
- **Limited Online Presence:** Insufficient or ineffective online store and digital marketing strategies may limit reach to potential customers.

- **Inventory Management:** Challenges in managing inventory, leading to either excess stock or stockouts.
- **Dependence on Seasonal Trends:** Reliance on seasonal trends can result in fluctuating sales and inventory issues.
- **Pricing Pressure:** Inability to compete with discount retailers and online marketplaces on price.

Opportunities :

- **E-commerce Expansion:** Growing an online store to reach a broader audience and increase sales beyond the local market.
- **Product Diversification:** Introducing new product lines such as accessories or complementary apparel to increase revenue streams.
- **Collaborations and Partnerships:** Partnering with other brands or local businesses for cross-promotions and special events.
- **Market Expansion:** Opening new stores in other locations or expanding into international markets.
- **Sustainability Trends:** Tapping into the growing demand for sustainable and eco-friendly products.

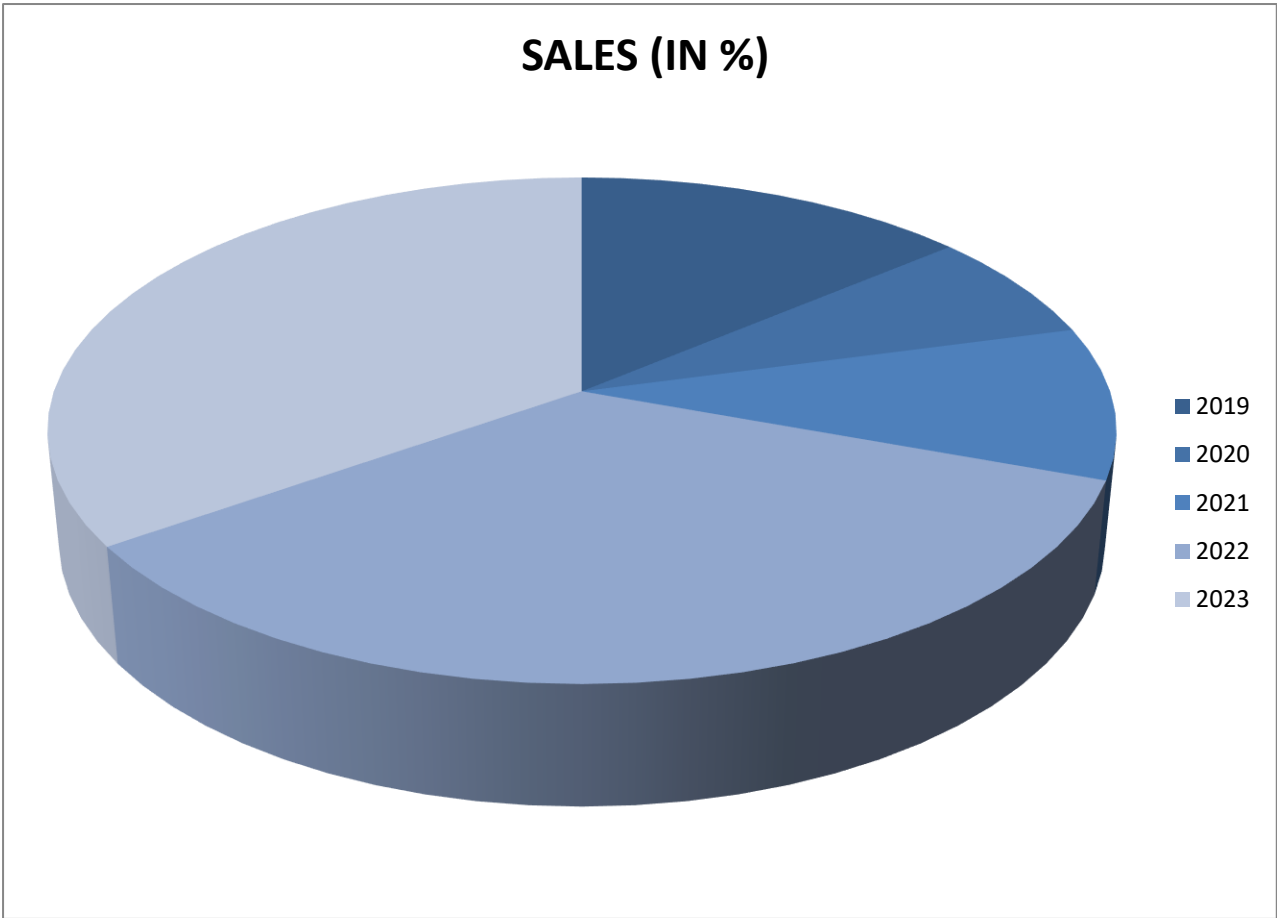
Threats :

- **Economic Downturns:** Recession or economic instability can reduce consumer spending on non-essential items like footwear.
- **Competition:** Intense competition from other retailers, both physical and online, can impact market share.
- **Changing Consumer Preferences:** Rapid changes in fashion trends and consumer preferences can affect sales.
- **Supply Chain Disruptions:** Issues such as delays or increased costs in the supply chain can impact inventory levels and profitability.
- **Technological Changes:** Keeping up with technological advancements and digital marketing trends can be challenging and costly.

5.DATA ANALYSIS AND INTERPRETATION

SALES DATA ANALYSIS :

YEAR	SALES (increases in %)
2019	10%
2020	5%
2021	7%
2022	25%
2023	25%



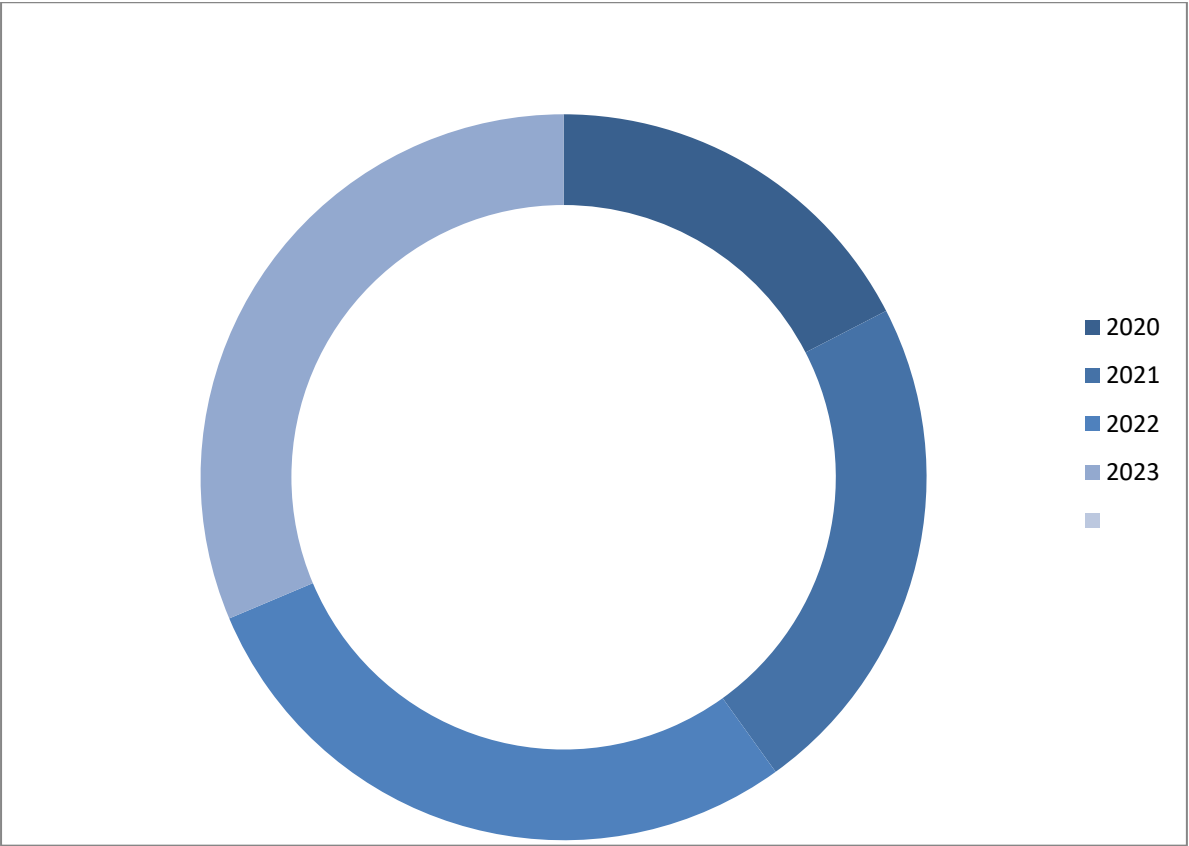
INTERPRETATION :

The above data is shows sales (increases in %) of Prince Footwear and it is fluctuating since last 5years.

In 2019 of last 5 years the sales has been down as it was reasoned with covid case.2019 sales was about 10% and 2020 it is decreased by 5% for the affect of covid.2021 it is increased for 7%. In 2022 the sales are jumped by 25% and 2023 it is remained constant.

PROFIT ANALYSIS :

YEAR	PROFITS (IN LAKH'S)
2020	6.5
2021	5
2022	8.2
2023	9



INTERPRETATION :

Above chart shows the analysis of profit of Prince Footwear in last 4years. The profit has been in fluctuating every year.

In 2020 it is decreasing since covid 19 effect. The profit of 2020 is around 6.5 lakhs and it is affected in also 2021 year the profit is decreased by 5 lakhs. Through the efforts of work they gained increasing profit in 2022 with profit around of 8.2 lakhs. And through's customising skills it gained the profit around 9 lakhs in last year.

6.CONCLUSION AND SUGGESTIONS

FINDINGS :

- **The footwear store profits are fluctuating but still it is in profitable.**
- **The sales are fluctuating but still it is in up trend in last 2 years.**
- **The store lagging behind in maintaining a different products.**
- **The store is facilitating best quality with affordable price to the customers.**
- **The store lagging behind in online presence.**

SUGGESTIONS :-

Followings are the few suggestions which I would like to suggest for this type of business.

- 1.To open a footwear shop it is recommended to invest a fairly huge sum of money
2. Variety of stock is to be maintained as the fashion of footwear changes too rapidly, moreover huge color range is to be maintain to satisfy the needs of customers.
3. Owing to cut throat competition the shop owner needs to keep latest and fashionable stock to attract to large number of customers.
4. Location plays the key role for this business. For a shop in a prime locality would definitely be a plus point for the business.

5. Take care of customers by providing them various services to be still stand in the market for long time.
6. They should have to know customer value
7. They have to develop their communication skill.
8. They should always aware about their social responsibility.
9. Develop self confidence and sufficient product knowledge.
10. They should adopt pleasant and likable disposition
11. Sense of humor necessary to cool down an angry customer and reduce tension in the atmosphere.
12. Tactfulness to do the correct things at the right moment to win customers.
13. Co-operation and helpfulness to build an effective sales team and to develop good customer relationship.

CONCLUSION

Footwear stores have huge influence on society. It tells the customers that only purchasing products make them happy with best quality at affordable price and also people may convert as loyal customers. Now a days the footwear stores are opening across the nation. It has major benefit that the store keeps or available necessary products with affordable price and ensures good quality.

The stimulation for the demand of products it helps the economy grow stronger and stronger. If there are more people buying these footwear products the overall costs will drop and maximise the profits and

the product will become cheaper for the customer which leads or raises his willingness to buy even more.

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