

Banza Designer Co.



BANZA

DESIGNER CO.

Executive Summary

Banza Designer Co. plans to be known as the primary shoe designer brand for millennials across the world. Banza Designer has two foundational product goals. The first is to create its own sleek and stylish shoes for all customer groups. It plans to make affordable shoes, acting as a common good to the middle class economy, and high end, limited luxury shoes for the wealthy. The second goal is to be able to brand the Banza name along other designer companies (like Gucci, Louis Vuitton, and Supreme) by making collaborative shoes with them. Banza Designer Co. strives to make a net profit every year, and will implement anything necessary for profits.

Banza sells its shoe through its own factory outlets and through department stores such as Nordstrom, Macy's, and Bloomingdale's. Banza's products mainly target teenagers/young adults, social media influencers, and department stores. Banza packages its shoes in simple custom recycled cardboard boxes with the Banza logo on the box. Banza decided on this packaging because it is Cost-Efficient (High-Quality, Low Cost), Environmentally Friendly (Custom Recycled Cardboard Box), and Customer Friendly (Lightweight, Easy to Open Lid, Attractive, Recognizable).

Banza currently operates in North America, South America, and Europe. Banza plans to expand its operations and sell its products in Asia, Africa, and Australia. The market is getting bigger as Banza is becoming a known brand. Banza has partnerships and sponsorships with at least one social media influencer, celebrity, and fashion company in each country it sells its products in. With future partnerships and sponsorships, Banza has the potential to become the biggest designer shoe company in the world.

Banza Designer Co. has many competitors, such as Golden Goose, Aquazzura, Common Projects, Nike, Adidas, Under Armour, Louis Vuitton, Gucci, and Supreme. While Banza Designer Co. has many competitors, Banza is the first designer footwear company to commercialize its products to the younger generation and incorporate its brand into modern media. Banza hopes to work with other designer brands and form collaborations to sell unique and special products together. Banza Designer Co. also implements a member reward system, which allows customers to get priority queuing for newest releases and discounts on other previously released shoes.

Target Market

Banza Designer Co. focuses on both the service and quality of its designer shoes around the world. In achieving this mission, Banza has developed a unique strategy to target its diverse marketplace. Its ability to adapt to the ever-changing market and appeal to consumers around the world has contributed to great success since its establishment.

Banza Designer Co. targets both consumer markets and organizational markets.

Consumer Market:

- **Social Media Influencers:** These are people who have established a large following and audience on social media. These influencers are known for their expertise and knowledge within certain fields. They are looking for the newest trends and products within their field and post about them online. Banza Designer Co. is targeting this group because they are looking to wear designer shoes and have the money to buy them. Social media influencers typically make between \$3,000 - \$5000 per post and \$50,000 - \$100,000 per campaign. They also bring a lot of opportunities for Banza as they have a wide reach to other consumers, especially teens. Banza benefits from the partnerships with influencers and sponsors them for paid advertisements.
- **Teenagers:** This is Banza's target market segment. These are people who are looking for new and exciting products. Many teenagers look for cool brands and look to impress others by having high-quality products with famous brands. They spend a lot of time looking for things to buy and wear and are able to afford Banza products.

Organization Market:

- **Department Stores:** These are companies that buy products and sell them to consumers. While Banza has an online store and factory outlets, Banza also offers its products through these large retail stores. These stores often buy and feature high-quality and brand products. Department stores often show off products and allow Banza products to gain great visibility.

Banza currently operates in North America, South America, and Europe. Banza plans to expand its operations and sell its products in Asia, Africa, and Australia. Banza's market is getting bigger as Banza is becoming a known brand. With future partnerships and sponsorships, Banza has the potential to become the biggest designer shoe company in the world.

Banza intends to conduct observational studies and surveys in each of its countries to gain a better understanding of the culture and social trends. Customers will be asked to identify reasons for buying Banza shoes and what they hope to see in the future. Banza will also take data from the partnerships and sponsorships with social media influencers to gain insight into the wants of teenagers around the world.

Worldwide Analysis

Banza Designer Co. currently operates in North America, South America, and Europe and plans to expand its operations in Asia, Africa, and Australia.

Banza Designer Co. advertises for its products differently in each country. Advertisements and products are redesigned to match the types of products teenagers want in each country. Cultural and social factors are taken into account when making products and advertisements. In addition, Banza will seek to have partnerships or sponsorships with at least one social media influencer, celebrity, and fashion company in each country it sells products in. Banza will act upon the data it collects to maintain its brand as the leading and most trendy designer shoe brand in the world.

Shoes sold on the online store will be the same price from country to country. However, the shipping fee will differ based on the buyer's location. Shoes sold from the factory outlets will cost the same amount from country to country. Department stores have control over the price they are willing to sell Banza shoes for and prices may differ from store to store.

Banza Design Co. creates an international product and may adapt its products to better target each country. Banza also produces special, limited-edition shoes which may target certain countries or be made in a partnership with other companies, brands, or celebrities. These products will

be sold for a cheaper price in the targeted areas and may be more expensive if bought in other countries.

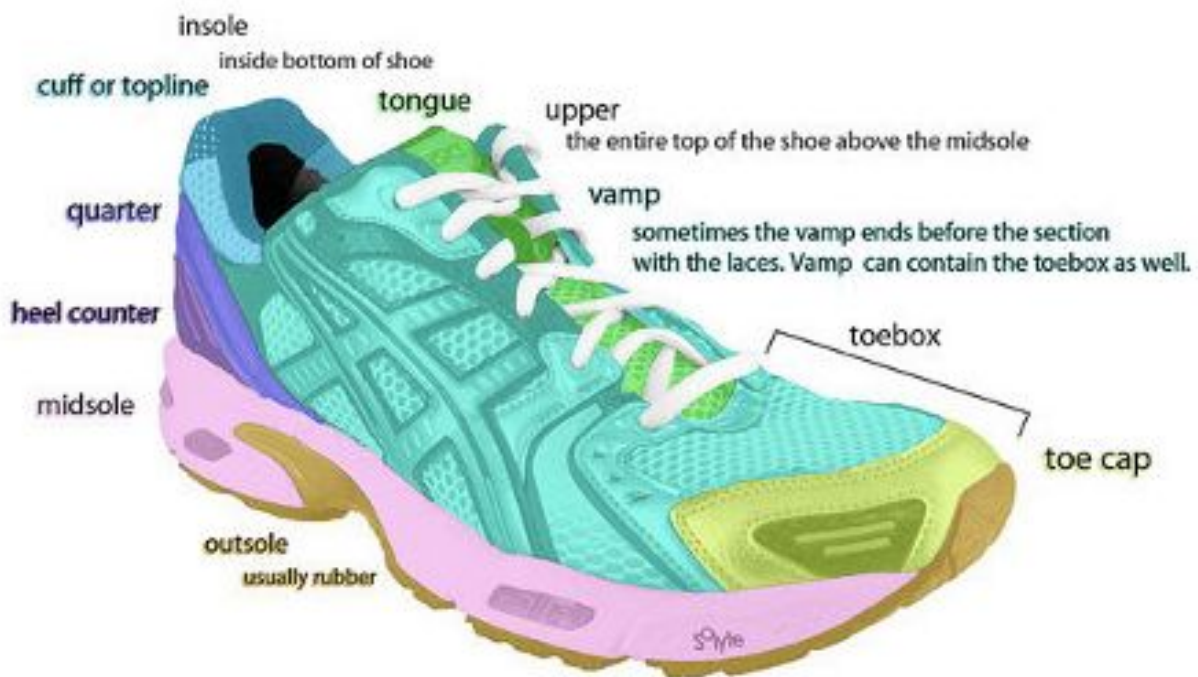
Marketing Plan and Sales Strategy

Product/Service:

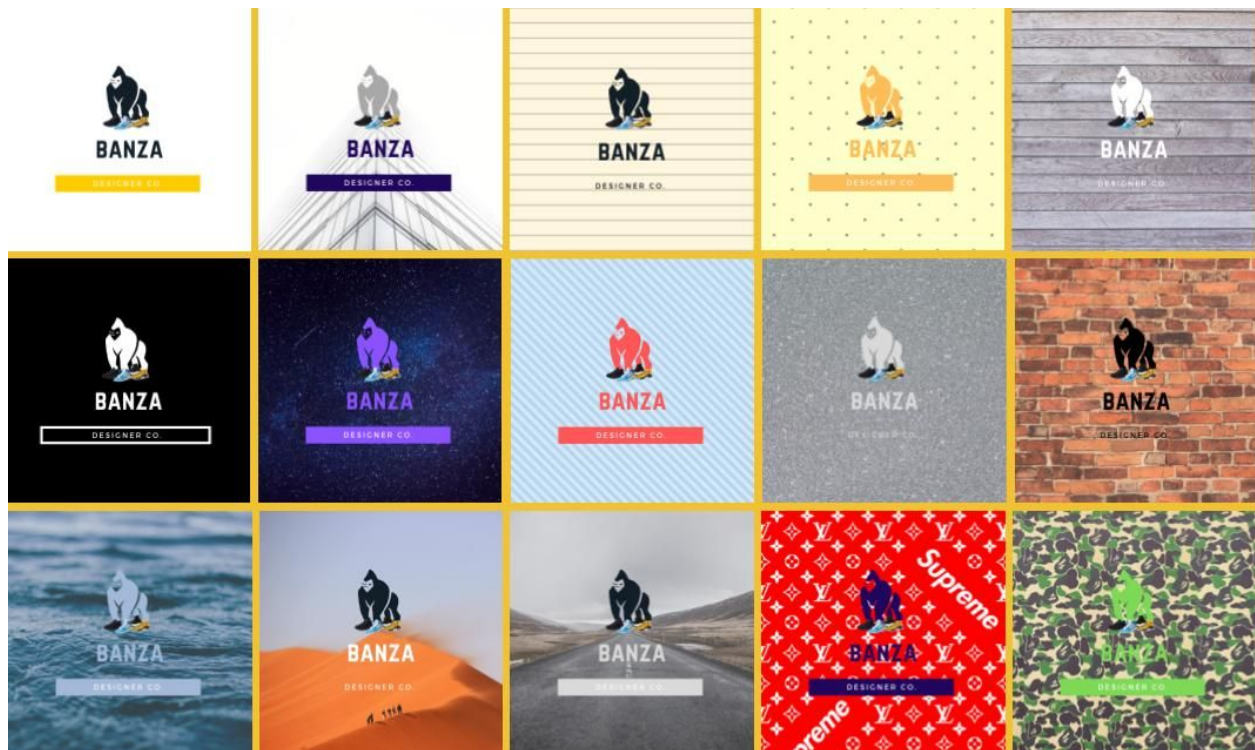
Banza Designer Co. creates high-quality designer shoes. Banza sells its shoe through its own factory outlets and through retail and department stores such as Nordstrom, Macy's, and Bloomingdale's. Banza's products mainly target teenagers/young adults, social media influencers, and department stores.

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Diagram of Product:



Logos:



Packaging:

Banza Designer Co. packages its shoes in simple custom recycled cardboard boxes with the Banza logo on the box. Banza decided on this packaging because it is:

1. Cost-Efficient (High-Quality, Low Cost)
2. Environmentally Friendly (Custom Recycled Cardboard Box)
3. Customer Friendly (Lightweight, Easy to Open Lid, Attractive, Recognizable)

Pricing and Distribution:

Shoes sold on the online store will be the same price from country to country. However, the shipping fee will differ based on the buyer's location. Shoes sold from the factory outlets will cost the same amount from country to country. Department stores have control over the price they are willing to sell Banza shoes for and prices may differ from store to store. Banza makes around 80-100% profit on its shoes due to its relatively efficient production and high demand.

Banza Designer Co. creates an international product and may adapt its products to better target each country. Banza also produces special, limited-edition shoes which may target certain countries or be made in a partnership with other companies, brands, or celebrities. These products will be sold for a cheaper price in the targeted areas and may be more expensive if bought in other countries.

Banza Designer Co. implements a member reward system, which allows customers to get priority queuing for newest releases and discounts on other previously released shoes.

Banza's unique strategy to target its diverse marketplace, appealing to consumers around the world, and its ability to adapt to the ever-changing market has contributed to great success since its establishment.

Promotion:

Banza Designer Co. has partnerships and sponsorships with at least one social media influencer, celebrity, and fashion company in each country it sells its products in, attracting potential customers with each partnership and sponsorship.

Banza intends to conduct observational studies and surveys in each of its countries to gain a better understanding of the culture and social trends. Customers will be asked to identify reasons for buying Banza shoes and what they hope to see in the future. Banza will also take data from the partnerships and sponsorships with social media influencers to gain insight into the wants of teenagers around the world. By showing that Banza listens from its customers and adapts its products to fit into the culture, Banza communicates that it keeps up with what teenagers want and is a trendy and popular brand.

Banza Designer Co. also shows that its large variety of designer shoes are stylish and can be worn with a variety of outfits for a variety of occasions. Banza works with popular artists and has the shoes choreographed and featured with well-known songs in the media, reaching out towards the music industry and younger people who listen to said music.

Advertisement:

Commercial: [Banza Designer Co. Advertisement](#)
Outdoor Billboard:



Competition Analysis

Banza Designer Co. has many competitors, such as Golden Goose, Aquazzura, Common Projects, Nike, Adidas, Under Armour, Louis Vuitton, Gucci, and Supreme. While Banza Designer Co. has many competitors, Banza is the first designer footwear company to commercialize its products to the younger generation and incorporate its brand into modern media. Banza hopes to work with other designer brands and form collaborations to sell unique and special products together.

Competition Grid:

	Shoe Brands	Designer Brands
Banza Designer Co.	✓	✓
Golden Goose	✓	✓
Aquazzura	✓	✓
Common Projects	✓	✓
Nike	✓	✗
Adidas	✓	✗
Under Armour	✓	✗
Louis Vuitton	✗	✓
Gucci	✗	✓
Supreme	✗	✓

S.W.O.T. Analysis:

Strengths	Weakness
<ul style="list-style-type: none"> Banza's shoes are made with the most durable material so it is guaranteed to last a long time. Soles of Banza's shoes make it effective in any weather. Can walk in sand, snow, etc Inside of shoe has padding so 	<ul style="list-style-type: none"> Price is slightly more than other brands since Banza uses durable materials. Analysis: won't have to buy shoes as often cause Banza shoes last significantly longer so consumers are actually saving money

<p>won't give you blisters</p> <ul style="list-style-type: none"> • Has no factories. It does not tip up cash in buildings and manufacturing workers. This makes a very lean and competitive organization. Strong at research and development, as is evidenced by its evolving and innovative product range. They then manufacture wherever they can produce a high-quality product at the lowest possible price. If price rise and products can be made more cheaply elsewhere (to the same or better specification), will move production • Global brand. It is the number one sports brand in the world. Its famous symbol is instantly recognizable 	<ul style="list-style-type: none"> • The retail sector is very price sensitive. Does have its own retailer. However, most of its income is derived from selling into retailers. Retailers tend to offer a very similar experience to the consumer.
Opportunities	Threats
<ul style="list-style-type: none"> • Banza shoes are a combination of a durable shoe and a designer shoe (Ex: Durability of Nike but has the prestige of Supreme) • The target market is very diverse. Everyone finds Banza shoes attractive. 	<ul style="list-style-type: none"> • Designer Footwear companies such as Golden Goose, Aquazzura, and Common Projects • Shoe companies including Nike, Adidas, and Under Armour • Designer companies such as Louis Vuitton, Gucci, and Supreme • The business could be developed internationally, building upon its strong global brand recognition. There are also global marketing events that can be utilized to support the brand such as the World Cup (soccer) and The Olympics

Long Term Development

Goals:

Banza Designer Co. plans to be known as the primary shoe designer brand for millennials across the world. The brand is currently being marketed and popularized in three continents: North America, South America, and Europe; one of the long term goals is to expand into three more continents, Asia, Africa, and Australia, to internationally develop the brand even more. Banza Designer has two foundational product goals. The first is to create its own sleek and stylish shoes for all customer groups. It plans to make affordable shoes, acting as a common good to the middle-class economy, and high end, limited luxury shoes for the wealthy. The second goal is to be able to brand the Banza name along with other designer companies (like Gucci, Louis Vuitton, and Supreme) by making collaborative shoes with them. Banza Designer Co. strives to make a net profit every year and will implement anything necessary for profits.

Three-Year Vision:

For the first year in operation, Banza Designer Co. will work to establish a brand name within the public. It will contact public influencers and send them free Banza merchandise for them to wear during any social gatherings or activities. Through this, Banza will gain a lot of free advertising, as celebrities and influencers love wearing Banza products. During the latter half of the first year and the beginning of the second year, Banza looks to create a reputable name by creating collaborative shoes with other reputable luxury brands. During the second year, Banza also hopes to establish its own line of shoes, with only Banza branding. It will look into designing its affordable shoe line during this time as well. During the third year, it will evaluate its past two years of decisions, and figure out which companies would be best to collaborate with and what style of affordable shoes are the most popular. Banza Designer Co. will continue its business practices in whatever way it has greatly profited from in the past, to ensure profits for the future.

The biggest long term goal is to expand the shoes into multiple new continents through marketing. Banza plans to achieve this by creating specialized shoes for the continents of Africa and Asia. It will continue to keep two classes of shoes: the affordable and luxury tier. But to market

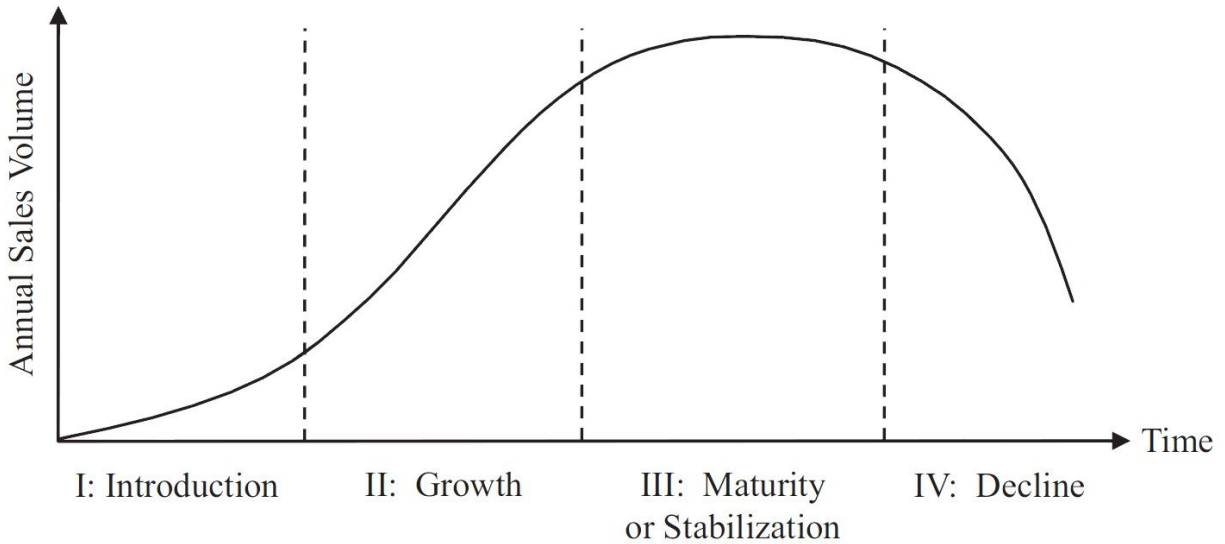
directly to these continents, Banza will design its shoes off of multiple popular aspects from these continents. For example, for the African shoe market, Banza will include sandals and slippers, to complement the heat. For the Asian shoe market, likewise, Banza shoes will be marketed to appeal to their cold environment, and Banza will try to get collaborations from winter gear companies such as Uggs and The North Face. By creating specialized products to apply to only specific locations, Banza Designer Co. shows passion towards helping its customers receive the best footwear in any weather.

Business Evaluation:

One of Banza's main branding and advertising strategies is to create collaborative products with other designer brands. There is a major risk here, as partnering with these luxury brands will cause many off-brand Banza shoes to circulate in the market. Fake products will create huge controversy about the quality of its product. To address this, Banza will keep discrete symbols throughout its shoes, which fake brands would not be able to copy, to ensure all Banza customers that they are buying official Banza shoes. If shoes are advertised properly and kept up with the latest fashion trends through collaborations, Banza is guaranteed to have a high potential for success. The downfall in sales will only happen if Banza does not stay on top of fashion trends, or if Banza fails to successfully market to different countries.

Banza's priorities will be to establish its own brand name across the world first. After this, prioritize marketing the personal brand to international continents, and develop a large customer base. After both of these, Banza Designer Co. will focus on endorsements and collaborations with other brands, with the primary purpose being to advertise the product more.

Product Life Cycle



Introduction:

The first stage of the product life cycle is introduction when the product is new and few competition exist. Marketing activities should emphasize creation of awareness of the item among potential customers. Sales are low and a profit has not been realized.

During the introduction phase, Banza Designer Co. will work to establish a brand name within the public. It will contact public influencers and send them free Banza merchandise for them to wear during any social gatherings or activities. Through this, Banza will gain a lot of free advertising, as celebrities and influencers love wearing Banza products.

Growth:

Next, the growth stage of the PLC finds increasing sales and profits starting. New Competitors with similar or substitute products enter the market.

During the growth phase, Banza plans to infiltrate as many retail stores with its products as it can. The goal is to make consumers aware of its products. Banza plans to advertise its products through ads on television, billboard, etc. Once consumers start buying the shoes, they will be satisfied with their purchase and continue buying Banza products. Banza looks to create a reputable name by creating collaborative shoes with other reputable luxury brands. Banza also hopes to establish its own line of shoes, with only Banza branding.

Maturity:

Then in the maturity stage, sales start to level off as the market is saturated, more competitors appear, and new products compete for the dollars of consumers.

In the maturity phase, Banza Designer Co. will look into designing its affordable shoe line. Banza's two classes of shoes will continue to dominate the market and remain a contender in the designer footwear market.

Decline:

Finally, in the decline stage, sales and profits start to decrease. The company must decide whether to attempt to revive the product or stop production of it.

As Banza enters the Decline Stage, Banza may decide to remove older products and renew its product lines by making newer and more relevant shoes. With the help of Banza's data collection, the company will make educated decisions on what types of shoes and footwear consumers want.