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Proposal:

Sneakers have been popular in teens for a long time, not only for their comfort, but also for their design, color scheme, and endorser. It is not surprising that young people would get interested in it for it looks cool. In this case, some people, who were maybe sneaker zealot before, buying shoes at the original price and keep them for a while to sell at a higher price and get profit, this process is called “flipping shoes”. It is a normal case having people reselling for profit in any area, for example; however, as for sneakers, things are kind of different. For those flipping shoes, they built software and put large resources on advocating that it is worthy buying sneakers at a high price. Thus, this situation is not appropriate and should be authorized. First of all, shoe flippers earn an incredibly large profit. With specially designed programs, they could get the draw at a much higher possibility, or purchase a large number of limited styles. After they got sneakers, they would not resell immediately: they would spend time advocating how specially design or how precious those shoes are. After such advocating, they could sell shoes even twice the original price. Finally, those who want this shoe either paid an unreasonable price or give up what they want.

Once great capital got into this unauthorized field, things become different. Because young people don’t have enough experience, they are easy to get tricked. They could not tell fake shoes from genuine ones, and they are unable to find reliable sellers. In this situation, even have to spend a lot of money, young people may not get what they want. Another reason shoe flipping should be under control is that as the shoes get more expensive and harder to afford for most people, they are considered as new age luxury. Shoe resellers advocate the trend of spending too much money on unnecessary expenses and comparison. For the targets, those teenagers, they might be misled. Finally, the success of the first flippers made many people recognized that they could easily earn enormous money opportunistically. However, they could not create any wealth, the only outcome of their work is making the market worsen, harming original consumers.

Outline:

Thesis: Shoe flipping should be authorized.

Paragraph 1:

* Sneakers become popular in teens
* Why shoe flipping would come into existence
* How it is different from reselling goods in other fields

Paragraph 2:

* Shoe flipping got high profit in an inappropriate way
* Flipping shoes harm the consumer market

Paragraph 3:

* The capital in the shoe flipping market is huge
* Sellers may take illegal action to get the high profit
* Misleading advertisement and advocation.

Paragraph 4:

* Shoe flipping triggers comparison in teenagers
* Some people may consider it is easy to get wealth by reselling

Paragraph 5:

* How to take control of this insane market for government
* For consumer what should we do