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Proposal:

Sneakers have been popular amongst teens for a long time, not only for their comfort, but also for their design, color scheme, and associated celebrity. It is not surprising that young people are drawn in for their cool looks. Some sneaker zealots (or people), nicknamed sneakerheads, have bought shoes at the original price and amassed a collection. After the price of the shoe has risen with time, they sell the shoe at a higher price for a profit in a process called “flipping shoes.”. Flipping products for a profit is a common business practice, but the shoe flipping market is a bit different.” For those flipping shoes, they built software to purchase the limited sneakers in an amazingly short time or to get tons of chance in drawing chance to buy newly released sneakers. Also, flippers put large resources on advocating that it is worthy to buy sneakers at a high price. Thus, this situation is not appropriate and should be supervised. First, shoe flippers earn an incredibly large profit. After they obtain limited or newly released sneakers, they spend time publicizing how unique or valuable the shoes are instead of reselling them immediately. After such advocating, they could sell shoes even twice the original price After broadcasting, the price of the shoes increases to as much as twice the original price, forcing consumers to pay an unreasonable (and exclusive, because there are no other places or prices this shoe can be found at) price for what they want. Finally, those who want this shoe either paid an unreasonable price or give up what they want.

Once a huge amount of capital got into this unregulated field, things become different. Because young people don’t have enough experience, they are easily tricked. They cannot tell fake shoes from genuine ones, and they are unable to find reliable sellers. In this situation, young people who are willing to spend a lot of money may not even get what they want in the end. One reason shoe flipping should be regulated is that it frequently misleads inexperienced buyers. 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 most people, it is unrealistic to spend hundreds of dollars on a pair of shoes. For the targets, those teenagers, they might be misled and considered it is normal.

Finally, the success of the first flippers made many people recognized that they could easily earn enormous money opportunistically. However, they could not either produce goods or serving others, the only outcome of their work is making the market worsen, harming original consumers.

Outline:

Thesis: Shoe flipping should be supervised.

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