

DIGITAL MARKETING

CREATE A BRAND PROMO VIDEO USING CANVA

A PROJECT REPORT

Submitted by

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CHAPTER 1

INTRODUCTION

1.1 PROJECT OVERVIEW

Sole Path is a retail business specializing in the sale of brand new shoes with a focus on affordability and high product quality. The shop offers a wide range of shoe styles, catering to various customer preferences and needs. It aims to provide a one-stop destination for individuals seeking stylish, durable footwear without the premium price tag.

Project title: Sole Path

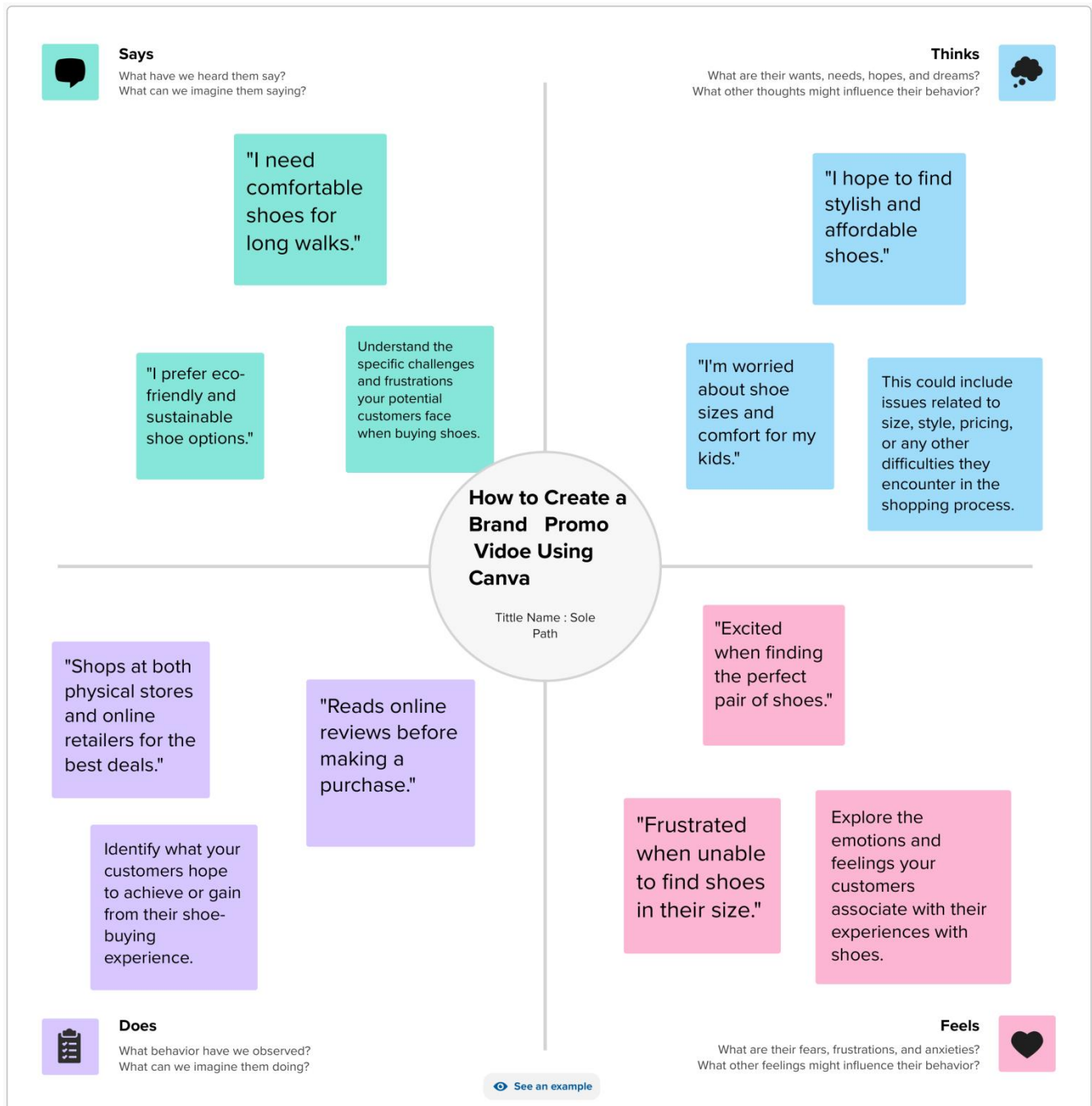
1.2 PURPOSE

The Sole Path Shoe Shop project is driven by a mission to democratize quality footwear. Our primary purpose is to break the perception that high-quality shoes must come with a premium price tag. We aspire to offer a diverse selection of stylish, durable, and affordable shoes to a wide range of customers, including budget-conscious individuals. At the heart of our purpose is a commitment to ensuring every customer finds their perfect pair without compromising on product quality. We believe that everyone should have access to stylish and comfortable shoes that not only enhance their daily lives but also reflect their personal style. Through ethical sourcing, sustainable practices, and personalized customer service, we seek to establish Sole Path as a trusted name in the industry, known for bridging the gap between affordability and exceptional product quality..

CHAPTER 2

PROBLEM DEFINITION & DESIGN THINKING


2.1 EMPATHY MAP



2.2 IDEATION & BRAINSTORMING


Step-1: Team Gathering, Collaboration and Select the Problem Statement

Template




Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

 10 minutes to prepare

 1 hour to collaborate

 2-8 people recommended



Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

 10 minutes

A

Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B

Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

C

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

Open article

→

1


Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

 5 minutes


PROBLEM


How might we [your problem statement]?



Key rules of brainstorming

To run a smooth and productive session

 Stay in topic.

 Encourage wild ideas.

Step-2: Brainstorm, Idea Listing and Grouping

Person 1

He seeks stylish yet comfortable shoes for his long workdays. Ensure that your product line includes leather shoes in classic styles and neutral colors, perfect for office settings.

Provide personalized fitting assistance to help Paul find shoes that are comfortable for his long work hours. Consider loyalty programs or discounts for repeat customers.

Mention any sustainable practices in your sourcing and production that might appeal to his eco-conscious side, such as eco-friendly leather treatment or ethical labor practices.

Person 2

Showcase your eco-friendly shoe options, such as vegan and recycled materials, along with transparent supply chain information.

Offer guidance on choosing the most sustainable options and provide information on the environmental benefits of your products.

Explain in detail your commitment to sustainability, such as using renewable energy in your stores and donating a portion of sales to environmental causes.

Person 3

Highlight your selection of high-performance athletic shoes suitable for running, hiking, and workouts.

Provide personalized fitting advice and possibly host fitness-related events or workshops.

Mention any sustainable practices, like using recycled materials in sportswear, and support for athletic causes.

Person 4

Display the latest styles and bold-colored shoes favored by teenagers.

Create an engaging and trendy shopping environment, with sales associates who stay updated on the latest fashion trends.

Mention any initiatives that resonate with younger consumers, such as ethical production or social responsibility programs.

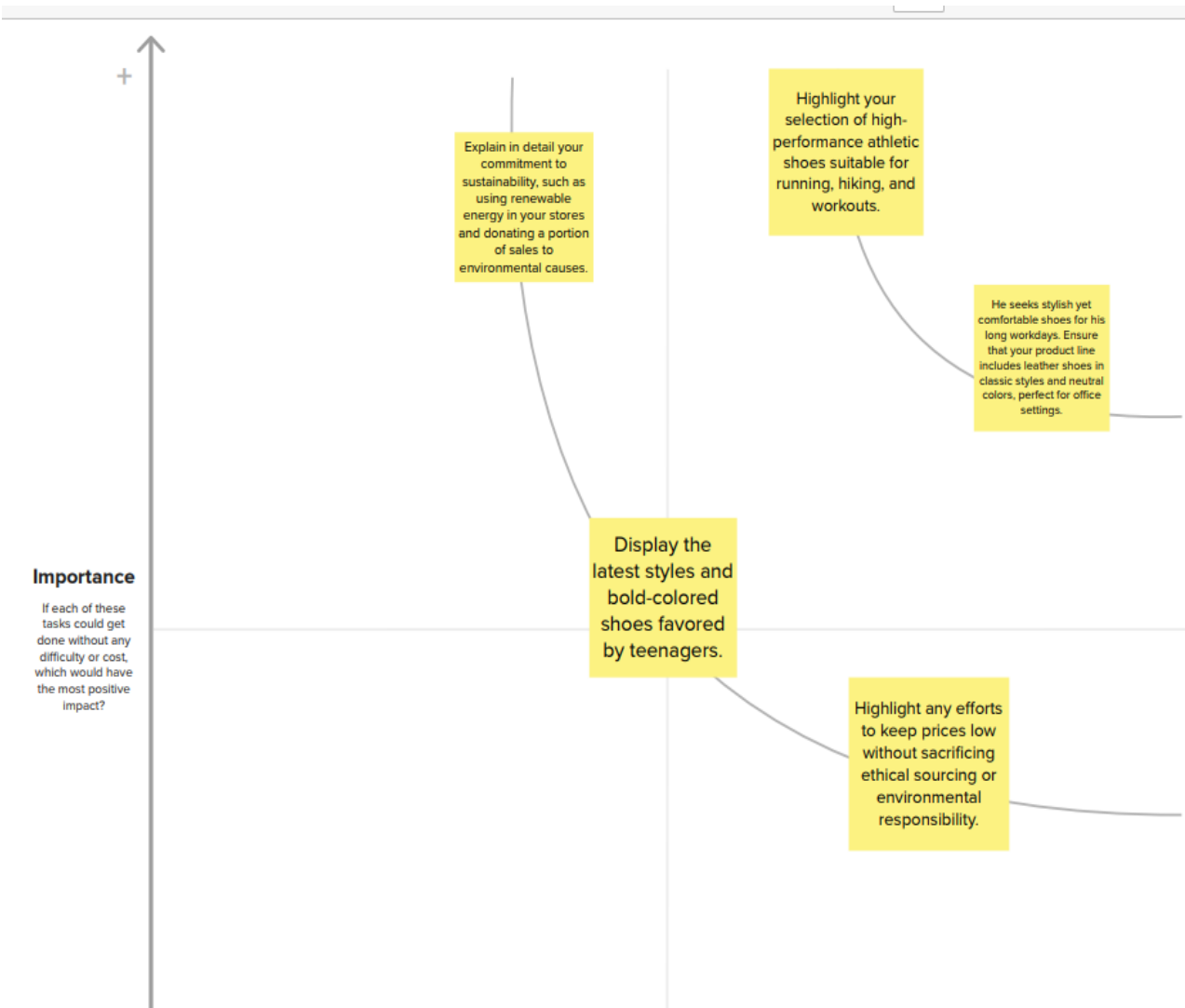
Person 5

Ensure your store offers a range of budget-friendly, easy-to-maintain shoes that provide good value for money.

Offer discounts, promotions, and loyalty programs to help Barbara save money while shopping for shoes.

Highlight any efforts to keep prices low without sacrificing ethical sourcing or environmental responsibility.

Step-3: Idea Prioritization



CHAPTER 3

RESULT

Brand Name: Sole Path

Category: Branded Shoes

Target Audience: All

Email: pathsole8@gmail.com

Password: Your password here

Canva Website URL:

https://www.canva.com/design/DAFyzQHVCcA/GkTt8anZrFnJ2J0OFJD83Q/watch?utm_content=DAFyzQHVCcA&utm_campaign=designshare&utm_medium=link&utm_source=editor

WEBSITE PAGES:

HOME







CHAPTER 4

ADVANTAGES AND DISADVANTAGES

ADVANTAGES:

Affordability: Sole Path's primary advantage is its commitment to offering shoes at affordable prices, making it an attractive choice for budget-conscious shoppers.

Quality Assurance: Despite the low prices, the shop maintains a strong focus on product quality, ensuring customers receive durable and stylish shoes.

Diverse Selection: Sole Path's extensive collection covers various shoe styles, from formal to casual, meeting the diverse needs of customers.

Personalized Service: The shop provides a high level of customer service, including personalized fitting assistance, ensuring customers find the perfect pair.

Sustainability: Sole Path is committed to ethical sourcing and environmentally responsible practices, appealing to eco-conscious consumers.

DISADVANTAGES:

Competition: The affordable shoe market can be highly competitive, requiring effective marketing and differentiation strategies.

Thin Margins: Maintaining low prices while ensuring quality can lead to slim profit margins, making cost control essential.

Market Trends: The fast-changing fashion industry may require frequent product turnover to stay current, which can be costly.

Supply Chain Challenges: Ensuring ethical sourcing and sustainability may pose logistical and cost challenges

CHAPTER 5

APPLICATIONS

Retail Outlets: Sole Path operates physical retail stores where customers can browse, try on, and purchase shoes in person.

E-Commerce: The shop has an online platform for customers to view and order shoes from the convenience of their homes.

Social Responsibility: Sole Path can partner with charitable organizations or engage in corporate social responsibility initiatives, further engaging with the community.

Customization: Offering customization options for shoe design, size, or materials can cater to a more niche market segment.

Collaborations: Collaborations with local designers or influencers can expand the shop's reach and appeal to specific customer segments.

The Sole Path shoe shop project aims to offer quality footwear at affordable prices while maintaining a commitment to sustainability and customer satisfaction. Careful planning and execution, along with effective marketing and customer service, will be critical to the project's success in a competitive market.

CHAPTER 6

CONCLUSION

In conclusion, the Sole Path Shoe Shop project embarks on a journey to bridge the gap between affordability and high-quality footwear. Our mission revolves around making quality shoes accessible to a wide and diverse audience. By offering a broad selection of stylish, durable shoes and providing personalized customer service, we aim to create a shopping experience that caters to the unique needs and preferences of our customers. Our commitment to ethical sourcing and sustainability underscores our dedication to responsible business practices and environmental consciousness. With the primary goal of becoming a trusted name in the industry, Sole Path aspires to redefine the way customers perceive value in the world of footwear. As we embark on this endeavor, we're excited to take the first steps towards realizing our vision of delivering affordable, top-quality shoes to our valued customers, ensuring that every step they take is comfortable, stylish, and budget-friendly.