



Shoe Startup Viability Within Their Respective Markets

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Introduction

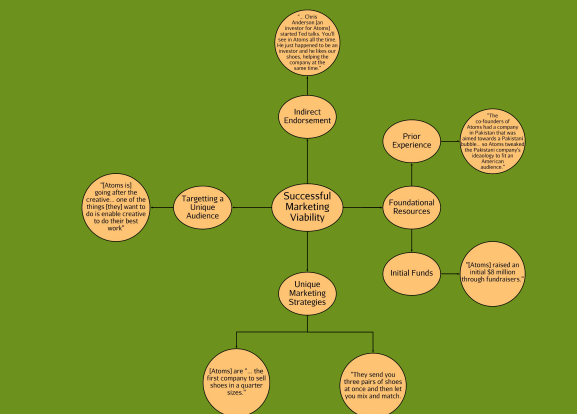
- There is a problem with how shoe startups created within the last 15 years manage to compete in their respective markets.
- “Under Armour, Adidas, and the Nike brand, including the subsidiary Jordan brand, had a combined market share of 99 percent in the U.S. basketball shoe market” (Footwearnews.com, 2016), leaving little room for companies in the same market to work with.
- Many times, top brands don’t necessarily have the highest quality or best looking shoe, but still manage to make the most profit.



Research Methodologies

- Various shoe companies of different performances and their business methodologies were analyzed and compared with other companies in their markets.
- This resulted in a Case Study research project
- Goal was to then interview the marketing managers of several companies to learn more about their companies, even though I was only able to conduct one.
- From these results, the single interview was then transcribed.
- The transcription was then coded, and displayed onto diagrams.

Data and Findings



- This diagram depicts the various components required for a shoe startup to successfully survive in their market. It stems from the main idea, which is successful marketing viability, and breaks down how to obtain it.
- Each of the outermost, specific bubbles contains information derived directly from an interview conducted with Atoms representative Raymond Durk.

Conclusions and Findings

- In order to successfully integrate into your market as a shoe startup, you require 4 main components:
 - Indirect Endorsement:** having people you know wear your shoes publicly, inadvertently advertising them at the same time.
 - Foundational resources:** starting with a fair level of experience and startup funds.
 - Funds, however, can also be used to describe the drive a company has
 - Targeting a unique audience:** having to be specialized for a specific group or a specific reason, as it is impossible to appeal to all (during the early stages)
 - Unique marketing strategies:** something that catches the eyes of customers and differentiates you in the market.

Implications and Next Steps

- My findings show that most shoe companies should be trying to implement these 4 main components into their ideology.
- It shows what is currently needed in the market, but these may not last forever, as the economy and markets are always changing.
- In the (near) future, the accuracy of these findings would be exponentially more valid if one were to implement these components into a new shoe startup, and record how the startup does in a testing environment.

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