

CEEP PROJECT

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SBE 400

CEEP Project A-B Kicks

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Introduction

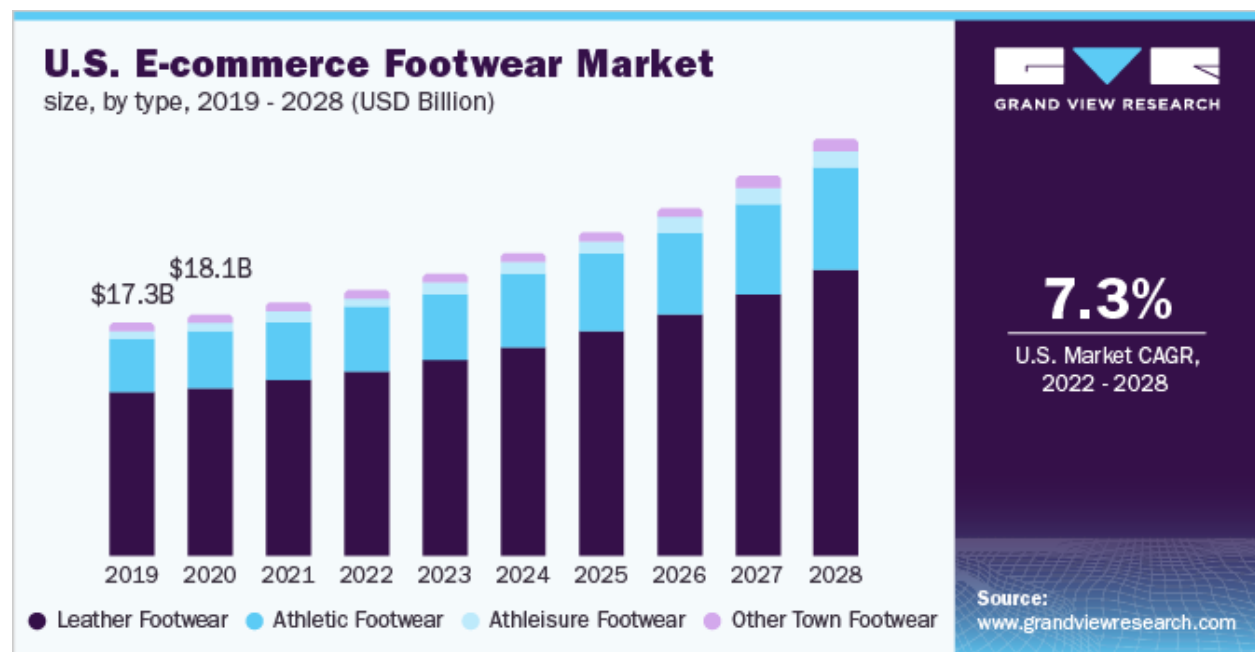


My Research question was “Does the addition of numerous chains of stores around the community create tension where store owners have to work around prices to create profit margin?” This question has a lot of impact in terms of the way a business runs its day to day activities and how a business creates profit due to its product line. Many chain stores now recently are competing with others chains in terms of prices and it affects the overall profit margin. For example, a store such as Foot Locker can be able to create a steady profit margin on its product line (footwear, clothing apparel, accessories) due to its contract with big chains such as Nike, Puma, Adidas, etc and the competitive rates that they receive allows them to create an steady profit line overtime. However, that may not be the case with small chains of stores that survive on sales from customers. Some small chain stores on many boulevards and mall strips have to pay an enormous amount of rent to be able to withhold their standing in that area of their choice. On top of that, many can’t hold/obtain contracts for Nike, Puma, Adidas and have to obtain these products through 3rd party sellers/distributors which will sell it at a higher cost rate,

thus decreasing the store profit margin. The Pro in having a small store is that you can build a connection with customers and they will be able to keep returning to purchase more products. This may seem as a great value especially in a community that has a lot of chain of stores but, would it be enough to hold a profit margin or where the tension build up overtime causing stores to shut down?

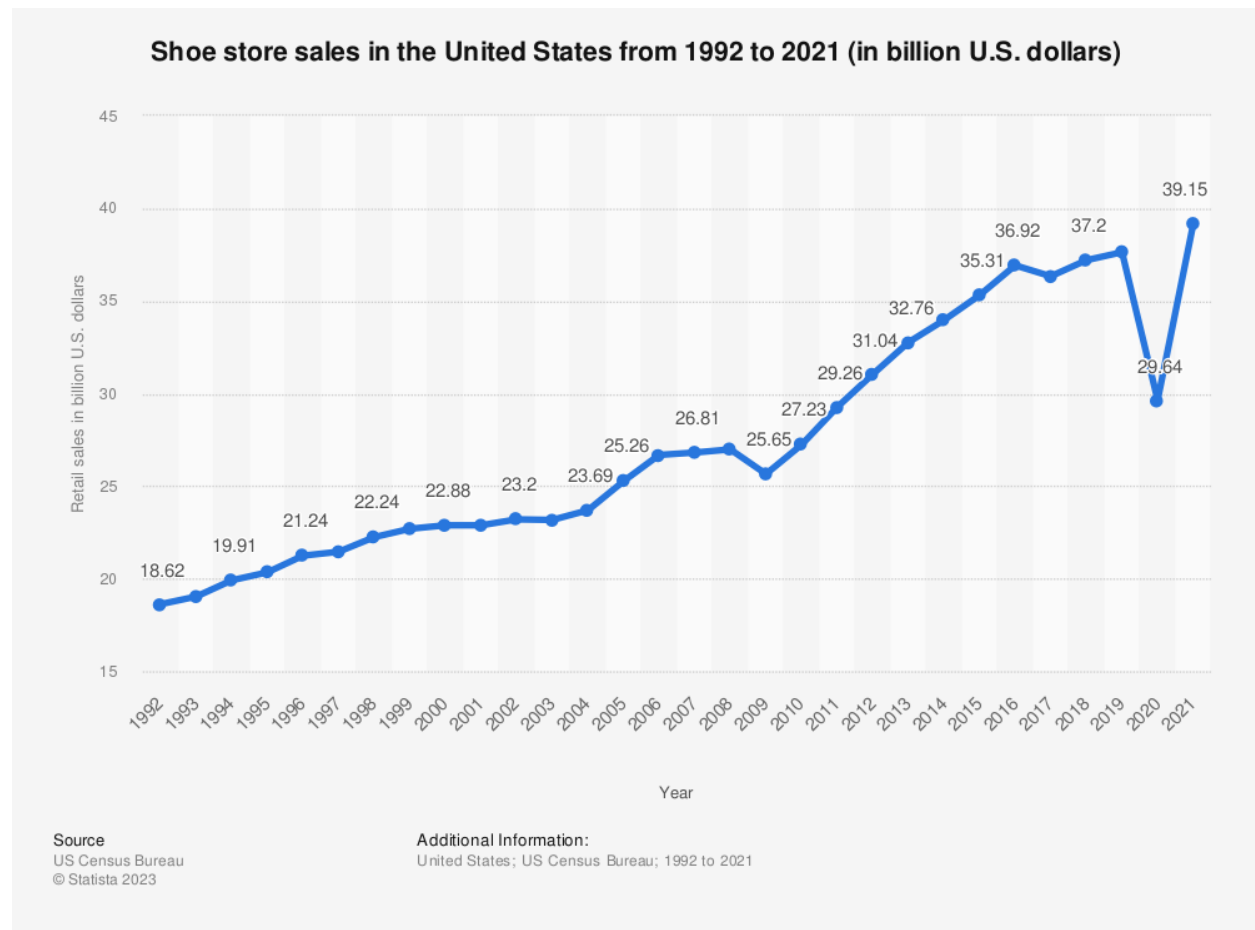
Shoe reselling has grown in popularity in recent years, particularly among sneaker enthusiasts and collectors. It is the practice of acquiring extremely desirable shoes at retail prices and reselling them at a profit to interested clients, sometimes through online marketplaces. Sneaker reselling can be a lucrative business, with some rare or limited edition sneakers fetching hundreds of dollars. While some say that sneaker resale adds to the commercialization of culture, others see it as a legitimate business opportunity and a way to make money from their passion for shoes. Yet, the craze for sneaker resale has resulted in issues such as counterfeit products and limited releases, causing retail chaos.

Methods



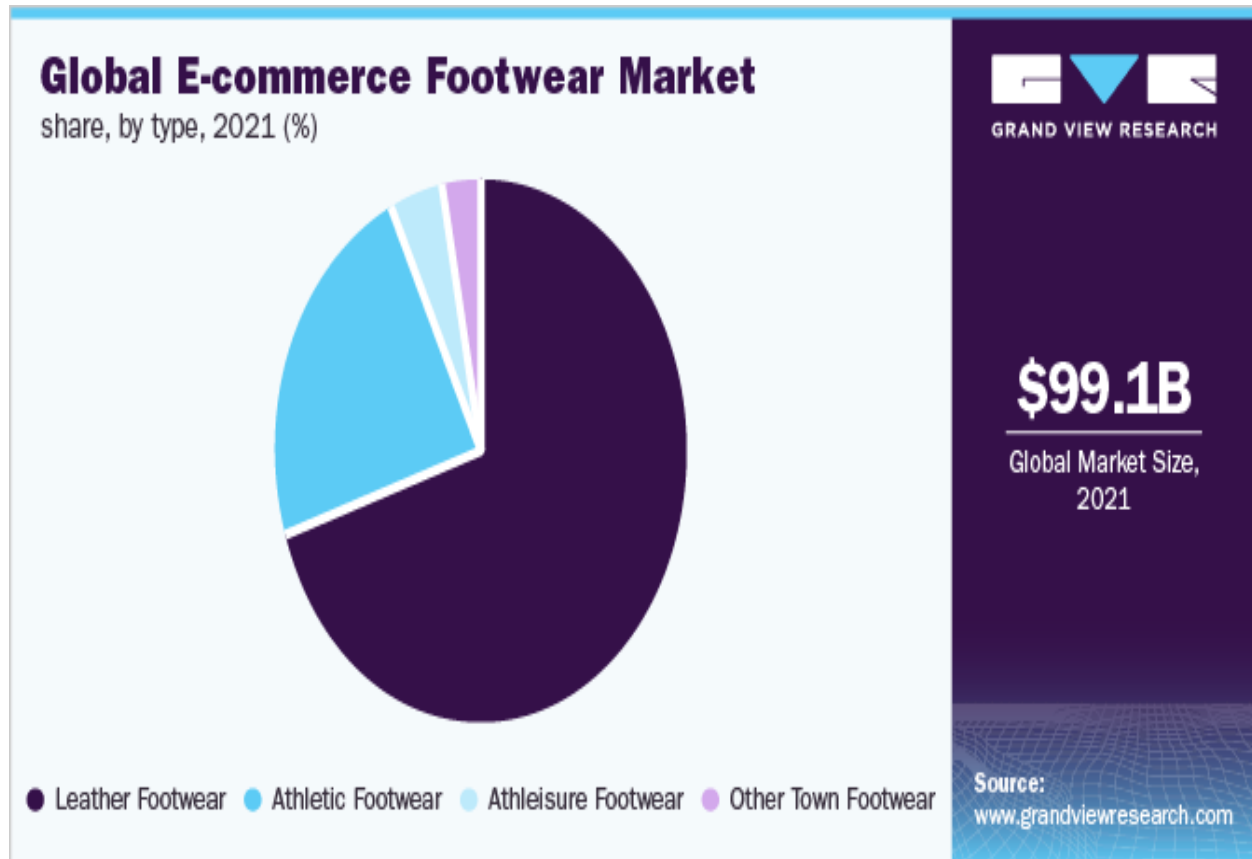
Since more people purchase footwear online, the e-commerce footwear sector has risen dramatically in recent years. The convenience of shopping from home, as well as the availability of a varied selection of merchandise from numerous brands and retailers, are some of the causes driving this development. Consumers may choose from a variety of options on online platforms such as Amazon, Zappos, and Footlocker, such as sports shoes, casual shoes, boots, and sandals. The e-commerce footwear industry has also provided a platform for smaller and emerging businesses to market their products and reach a broader audience. The development of new technologies such as augmented reality and virtual try-on features has also improved customers' online buying experiences. As more customers embrace online shopping and merchants invest in online platforms and technology, the e-commerce footwear sector is expected to grow even more.

Shoe sales at stores are frequent, with many businesses giving discounts on their items in order to attract customers and improve sales. These sales might be seasonal or connected to specific events like holidays or clearance sales. Retailers frequently employ a range of techniques to encourage shoe sales, such as in-store or online advertising, posting sale signs on display shelves, or issuing coupon codes. Consumers who sign up for loyalty programs or use shop credit cards may additionally receive additional discounts or promotions. Shoe sales at retailers may give clients with large discounts and enable them to acquire footwear that they might not have been able to afford otherwise. Yet, because certain reduced shoes may be lowered owing to faults or damages, it is critical to thoroughly analyze the quality and fit of discounted shoes.



Throughout time, shoe sales have continuously increased, and the sports shoe and sneaker business is now worth billions of dollars. The increased popularity of shoes may be related to the emergence of sneaker culture and streetwear fashion, as well as the increasing significance of celebrity sponsorships. Sneakers have become a wardrobe essential for many people, with many people purchasing many pairs to complement various outfits or collect limited edition releases. E-commerce and social media have also played a significant influence in the rise of sneaker sales, with online platforms allowing customers to readily access a diverse range of sneakers

from a variety of brands and merchants.



The worldwide e-commerce footwear industry has grown significantly in recent years and is expected to increase further. The growing popularity of online shopping, as well as the convenience it provides, has led to the expansion of the e-commerce footwear sector. The availability of a diverse selection of items from various brands and stores has also contributed to the expansion. The Asia-Pacific region is predicted to be the fastest-growing market, owing to an increase in middle-class population and urbanization. North America and Europe are also important markets for e-commerce footwear, with established brands and merchants utilizing technology to improve their consumers' online purchasing experiences. Customers' online shopping experiences have also been enhanced by the introduction of innovative technology such

as augmented reality and virtual try-on features. The development of new technologies such as augmented reality and virtual try-on features has also improved customers' online buying experiences. The worldwide e-commerce footwear market offers several opportunities for both existing and new businesses to expand their reach and increase their revenues.

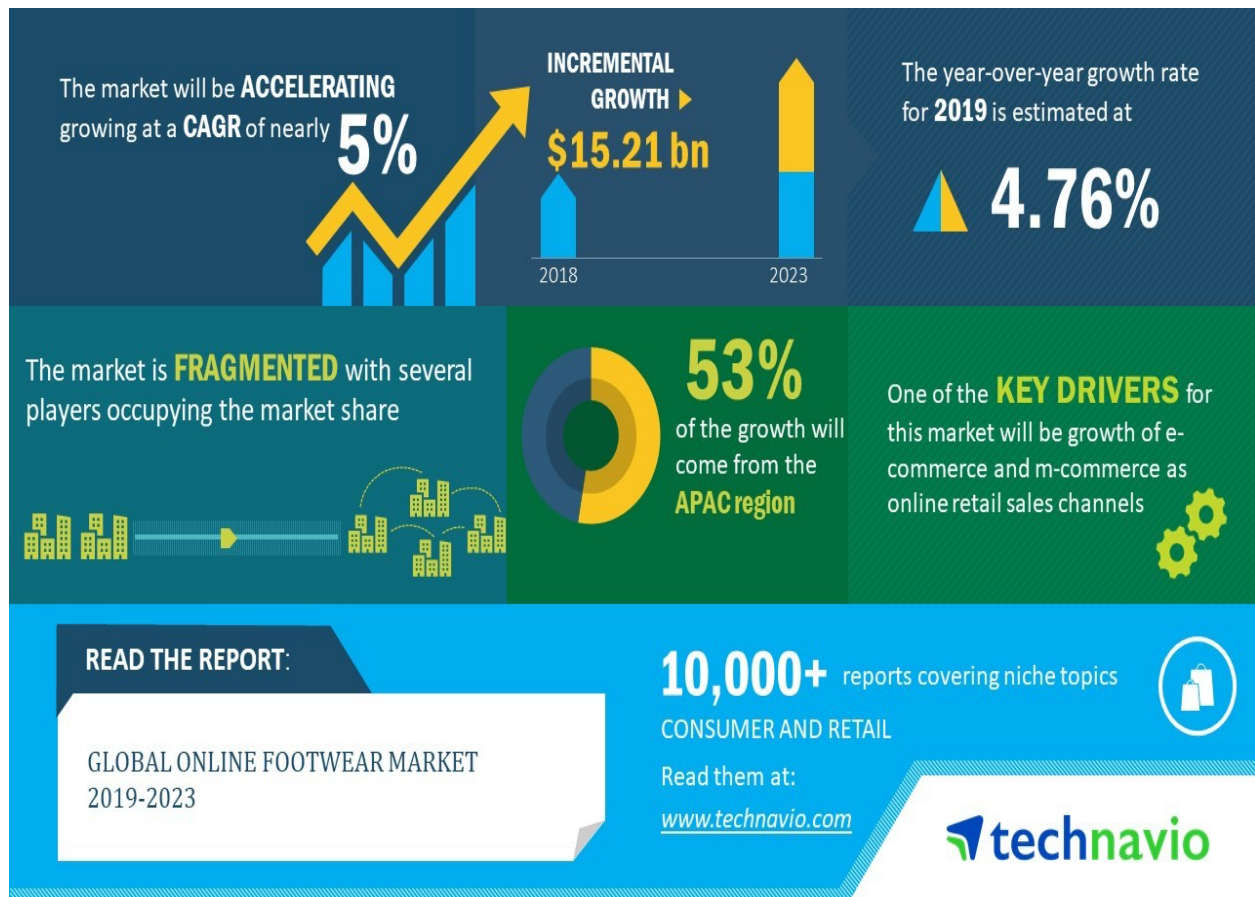
The typical resale price for sneakers can vary substantially based on a number of criteria such as brand, model, release date, rarity, and condition. While some sneakers may only sell for little more than the initial price, others can command much higher resale pricing. Limited edition releases or collaborations with high-end fashion designers, for example, can sometimes sell for several times their initial retail price. Supply and demand also have an impact on the average resale price, with more popular or highly sought-after footwear demanding higher prices.



Discussion

In recent years, expensive luxury shoes have grown in popularity, with some pairs retailing for tens of thousands of dollars. These sneakers are frequently created in small quantities, using high-quality materials and painstaking attention to detail. Gucci, Balenciaga, and Louis Vuitton are among the luxury fashion labels that have joined the sneaker business and released high-end shoes with unique designs that appeal to fashion-conscious consumers. Celebrities and influencers have also helped to popularize luxury sneakers, since they are frequently spotted wearing limited edition or custom-made shoes. The resale market for luxury shoes has also expanded dramatically, with rare and limited edition pairs commanding high auction prices. While some consider the high price of luxury shoes to be exorbitant, others see it as a representation of the workmanship, exclusivity, and status symbol that comes with owning a rare and costly pair of sneakers. Despite this, demand for high-end shoes continues to rise, with some pairs selling out within minutes of their debut and others growing in value over time.

One of the most significant trends in the fashion business in recent years has been the growth of the worldwide online footwear sector. Consumers can now buy footwear online more easily than ever before, thanks to the growing popularity of e-commerce platforms and the growth of online marketplaces. The online footwear industry provides consumers with a diverse selection of items from various brands and stores, as well as the convenience of buying from the comfort of their own homes. This has resulted in tremendous market growth.



The expansion of the online footwear business has also created new avenues for developing brands and merchants to reach a larger audience. Smaller and niche firms may now compete with larger giants by connecting with customers via e-commerce and social media. As firms aim to identify themselves and deliver distinctive items to their customers, the sector has seen greater innovation and inventiveness. With the continuous expansion of e-commerce and rising desire for convenience and accessibility, the global online footwear industry is expected to expand further in the coming years. Overall, with the rapid growth of e-commerce, and footwear market; projected sales are expected to significantly increase over the span of 5-years with profit ratio increasing triple to quadruple its original profit ratio length.

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