

# Shine shoe polish



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**Executive Summary**

In this report, I am going to make an IMC plan for my product i. e. Shoe polish and my company is Shine shoe polish. So the main motto of this plan is to do the promotion of my product so as to create the more awareness of my brand among the target population. For this purpose, I will use the different tools of IMC (Integrated market communication) and small tactics to influence the target market.

We know that shoes are a key part of personal grooming, and therefore a reflection of who we are to the outside world. We also understand that shoes can be expensive and that keeping them in good repair is a better means of extending the life of your favourite pair of shoes. We believe that not only do people love their shoes but also each pair provides us with a different way to express ourselves. Stylish sneakers for Saturday afternoon, strappy sandals with the perfect black dress or polished leather lace-ups for the boardroom, we all have a style and we all have a shoe to suit it.

So to meet this objective our company has introduced the different product range to meet the customers need and demand. This report will detail our marketing strategy including a description of how the marketing mix plays a key role in our roll out. We know that there are other shoe polish manufacturers also out there vying for our business; mainly Kiwi, Cherry blossom and Robbin to name a few, but we have a product that can outperform what those other companies offer.

## **INTRODUCTION OF SHOE POLISH**

“Boot Polish” redirects here. For the 1954 Bollywood film, see *Boot Polish* (film).

Shoe polish (or boot polish), usually a waxy paste or a cream, is a consumer product used to polish, shine, waterproof, and restore the appearance of leathershoes or boots, thereby extending the footwear's life. In some regions-including New Zealand-“Nugget” is used as a common term for solid waxy shoe polish, as opposed to liquid shoe polishes.

Various substances have been used as shoe polish for hundreds of years, starting with natural substances such as wax and tallow. Modern polish formulae were introduced early in the 20th century and some products from that era are still in use today. Today, shoe polish is usually made from a mix of natural and synthetic materials, including naphtha, turpentine, dyes, and gum arabic, using straightforward chemical engineering processes. Shoe polish can be toxic, and, if misused, can stain skin.

The popularity of shoe polish paralleled a general rise in leather and synthetic shoe production, beginning in the 19th century and continuing into the 20th. The World Wars saw a surge in demand for the product, in order to polish army boots.

### **Usage**

Shoe polish is applied to the shoe using a rag, cloth, or brush. Shoe polish is not a cleaning product, and therefore the footwear should be both clean and dry before application. A vigorous rubbing action to apply the polish evenly on the boot, followed by further buffing with a clean dry cloth or brush,

usually provides good results. Another technique, known as spit-polishing or bull polishing, involves gently rubbing polish into the leather with a cloth and a drop of water or spit. This achieves the mirror-like, high-gloss finish sometimes known as a spit shine which is especially valued in military organizations. Polishes containing POLISH nauba wax can be used as a protective coating to extend the life and look of a leather shoe.

## **History**

### **Before the twentieth century**

Since medieval times, dubbin, a waxy product, was used to soften and waterproof leather; however, it did not impart shine. It was made from natural wax, oil, soda ash and tallow. As leather with a high natural veneer became popular in the eighteenth century, a high glossy finish became important, particularly on shoes and boots. In most cases, a variety of homemade polishes were used to provide this finish, often with lanolin or beeswax as a base.

In the nineteenth century, many forms of shoe polish became available, yet were rarely referred to as shoe polish or boot polish. Instead, they were often called blacking (especially when mixed with lampblack), or simply continued to be referred to as dubbin. Tallow, an animal by-product, was used to manufacture a simple form of shoe polish at this time. Chicago, Illinois, where 82% of the meat consumed in the United States was processed in the stock yards, became a major shoe polish producing area for this reason

Prior to 1906, shoe polish was not well known as a purchasable product, nor was it particularly sophisticated. While sales were not especially high, a few brands, like Nugget, were available in the U. K. during the 1800s. The <https://assignbuster.com/shine-shoe-polish/>

practice of shining people's shoes gradually caught on and soon many shoeshine boys in city streets were offering shoe shines using a basic form of shoe polish along with a polishing cloth.

### **Surge in popularity**

At the end of the nineteenth century, leather shoes and boots became affordable to the masses, and with the outbreak of World War I in 1914, the demand for large numbers of polished army boots led to a need in the market for a product that would allow boots to be polished quickly, efficiently and easily. The polish was also used to shine leather belts, handgun holsters, and horse tack. This demand led to a rapid increase in the sales of shoe and boot polish.

The popularity of Kiwi shoe polish spread throughout the British Commonwealth and the United States. Rival brands began to emerge, including Shinola and Cavalier (United States), Cherry Blossom (United Kingdom), Parwa (India), Jean Bart (France), and many others. Advertising became more prominent; many shoe polish brands used fictional figures or historical characters to spread awareness of their products. In the German documentary of 1927 *Berlin: Symphony of a Great City*, a scene focuses on shoe shining with a polish called Nigrin sporting the face of a Negro.

Shoe manufacturing improvements in the mid-1800s allowed for factories to produce large amounts of shoes made of leather, and later synthetic materials. This increase in leather shoe production continued well into the 1900s and led to a surge in the number of retail shoe stores in the

industrialized world, and a subsequently a call for shoe polish by footwear consumers.

### **Modern day**

Shoe polish products are low-value items that are infrequently purchased. Consumer demand is inelastic and largely insensitive to price change, while sales volumes are generally low. In the shoe polish market as a whole, some 26% of turnover is accounted for by pastes, 24% by creams, 23% by aerosols, and 13% by liquids. In recent years, the demand for shoe polish products has either been static or declined; one reason is the gradual replacement of formal footwear with sneakers for everyday use.

There are numerous branded products available, as well as generic store brands. There are two chief areas of shoe polish sales:

To the general public and to specialists and trade, such as shoe repairers, and cobblers. The sales percentages between the two outlets are roughly comparable.

Kiwi remains the predominant shoe polish brand in most of the world, being sold in over 180 countries and holding a 53% market share worldwide.

Today, it is manufactured in Australia, Canada, France, India, Pakistan, South Africa, Spain, the United Kingdom, and the United States. Other leading brands include Kelly's, Shinola, Lincoln Shoe Polish, Meltonian, Angelus, and Cherry Blossom.

### **Composition and toxicology**

Shoe polish consists of a waxy colloidal emulsion, a substance composed of a number of partially immiscible liquids and solids mixed together. It is usually

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made from ingredients including some or all of naphtha, lanolin, turpentine, wax (often POLISHnauba wax), gum arabic, ethylene glycol, and if required a colourant, such as POLISH bon black or an azo dye (such as aniline yellow). It typically has a specific gravity of 0. 8, is negligibly soluble in water, and is made of between 65 and 77% volatile substances-usually naphtha. The high amount of volatile substances means that the shoe polish will dry out and harden after application, while retaining its shine.

An essential ingredient in shoe polish is a thickener; without this, the polish would be too runny, making it difficult to use. Gum arabic, a substance from two sub-Saharan species of the acacia tree, is commonly used to increase the viscosity of the product.

Shoe polish contains chemical substances which can be absorbed through the skin, or inhaled. When handling shoe polish, one should ideally wear gloves, and stay in a well-ventilated area. Shoe polish should be kept out of reach of children and animals. It can stain the skin for a protracted period of time, and will cause irritation to the eye if there is direct contact.

## **INTEGRATED MARKETING COMMUNICATION**

### **INTRODUCTION**

IMC is a strategic business process used to plan, develop, execute and evaluate coordinated, measurable, persuasive brand communication programs with consumers, customers, prospective employees and other relevant external and internal audiences.

The goal of IMC is to generate short-term financial returns and build long-term brand value.

Integrated Marketing Communications is a term used to describe a holistic approach to marketing communication. It aims to ensure consistency of message and the complementary use of media. The concept includes online and offline marketing channels. Online marketing channels include any e-marketing campaigns or programs, from search engine optimization (SEO), pay-per-click, email, banner to latest web related channels for webinar, blog, and Internet TV. Offline marketing channels are traditional print (newspaper, magazine), mail order, public relations, industry relations, billboard, radio, and television. A company develops its integrated marketing communication programme using all the elements of the marketing mix (product, price, place, and promotion).

Integrated marketing communication is integration of all marketing tools, approaches, and resources within a company which maximizes impact on consumer mind and which results into maximum profit at minimum cost. Generally marketing starts from “ Marketing Mix”.

Promotion is one element of Marketing Mix. Promotional activities include Advertising (by using different medium), sales promotion (sales and trades promotion), and personal selling activities. It also includes internet marketing, sponsorship marketing, direct marketing, database marketing and public relations. And integration of all these promotional tools along with other components of marketing mix to gain edge over competitor is called Integrated Marketing Communication.



## **Reasons for the Growing Importance of IMC**

Several shifts in the advertising and media industry have caused IMC to develop into a primary strategy for marketers:

1. From media advertising to multiple forms of communication.
2. From mass media to more specialized (niche) media, which are centered around specific target audiences.
3. From a manufacturer-dominated market to a retailer-dominated, consumer-controlled market.
4. From general-focus advertising and marketing to data-based marketing.
5. From low agency accountability to greater agency accountability, particularly in advertising.
6. From traditional compensation to performance-based compensation (increased sales or benefits to the company).
7. From limited Internet access to 24/7 Internet availability and access to goods and services

## **Development of IMC plan**

In the process of effectively developing and implementing an IMC plan, marketers and communication professionals should always follow the marketing concept. Consumers' wants and needs (i. e., donors and publics) should always be the main focus of the program. To lose this focus means that the program, although creative or award-winning, will sell no product or service. There are numerous ways to develop an IMC campaign, just as on a directional map there are many routes to the desired destination. There are no perfect outlines to fit every IMC manager's needs

**Situational Analysis**

The IMC situational analysis provides a history of the IMC functions and an assessment of the environment in which the IMC professionals must work. Several factors must be considered in the situational analysis. The company or organization for which the IMC plan is being created must be analyzed. The environment in which this organization operates must be understood and detailed. A market and consumer behavior analysis must be completed. Further, you must understand the competitive landscape. Finally, a product or service history and evaluation should be included.

So to analyze the situation, I will collect the data about the target market, target area and consumer tastes, preferences about the shoe polish.

**IMC Objectives:**

- The main objective of our IMC plan is to do the promotion of my brand and company.
- So it will focus on creating awareness about my product.
- It will also create and generate among the non-consumers of my product.

**Marketing Overview:-**

There is a huge potential of market in this shoe polish industry. As the prices and variety of shoes are increasing day by day in this modern era so the consumers preferences and care for their shoes are also increasing which leads to more demand of shoe polish. The huge market is available in the metro cities as there are large number of professionals found in these cities so there are lot of opportunities in these cities so we will mainly focusing on these cities.

**Marketing Objectives:-**

Our product's main marketing objective is to focus on the customers' wants and needs and, at the same time, maintain a marketable selection of shoe polish at all times. This will allow us to effectively influence and persuade them to buy.

**Marketing Strategy:-****Advertising:**

Our main advertising strategy is to let our potential customer know that we are aware of their wants and needs and have quality inventory and prices. To prove it, we will let them know that if we don't have what they're looking for, we'll get it.

**Market Segmentation, Target Marketing and Positioning**

This section describes the category of the selected product. It is organized into four sections.

Section 1 describes how to differentiate the population and categorizes them into different segments.

Section 2 analyzes which segment the company targets and why they target that specific segment. Finally

Section 3 describes the process through which the company tries to capture a place in the buyers mind i. e. the product positioning method.

**Market Segmentation:**

- Above product categories of product has been made to suit the different needs and requirements of our customers.

- Segmentation will be done according to geographical areas, demographic.
- The population of the country is segmented into three parts which are urban, sub urban and rural area consumers.

### **GEOGRAPHIC SEGMENTATION:**

The huge market is available in the metro cities as there are large number of professionals found in these cities so there are lot of opportunities in these cities so we will mainly focusing on these cities.

### **Target Market:**

Shoe polish is not a highly expensive but an affordable product. That is why the company targets urban and sub urban upper middle and middle class people who are the second highest population of segment of the country. It will mainly focus on:

- School and college Students.
- Professionals.
- Businessman.
- Employees etc.

### **Product Positioning:**

We have planned to obtained a good position in the buyer's mind through better

Product attributes,

Price and

Quality,

Offering the product in a different way than the competitors do.

The company offers improved quality of products in the industry at an affordable price with high branding, which ultimately helps to position the product in the buyers' mind as the best quality shoe polish.

### **Tactical Marketing Tools**

Under this head we will discuss about the tactical marketing tools for marketing shoe polish. The chapter comprises of four sections. Finally we will discuss the promotional activities that the company undertakes for shoe polish

Moreover it will also undertakes small promotional campaigns at different schools, colleges, universities and recreational parks

### **Marketing mix of Shine shoe polish:**

#### **Product:**

We have different product categories which is made according to different needs and demand of our customers

#### **Product Category:**

It will include the categories of my product:

- Paste polish
- Work shine's paste polish into leather and seams with a cloth or brush.  
It extends the life of the shoes, giving a natural shine and protection with the multi-wax -formula.
- Parade premium gloss

- For ultimate shine while nourishing and protecting your shoes, our company offers Parade Gloss. Parade gloss offers a premium blend of wax, with more carnuba wax than regular paste for a higher gloss shine.
- Liquid shoe polish
- Wax rich formulation that gives a deep rich and instant shine. Keep shoes soft and supple, Convenient to use. For use on smooth leathers only. An easy spreading viscose polish that restores oil balance imparting that distinctive fresh glossy look. It's leather nourishing properties re-vitalise dull and tired cells back to life rendering leather soft and flexible.
- Instant wax shine
- With KIWI Instant Wax Shine it only takes a minute to give your shoes a great shine. It covers scuffs and restores colors in a blink of an eye.
- Express shine sponge
- Too busy for the traditional shoe polish routine?

Shine Express is a handy, quick use sponge that restores shine in an instant.

- White cleaner for canvas and sports shoes

Trouble keeping your sport shoes looking white? With Shine Sport Whitener your white sport shoes will look like new, whenever you wear them. Uses some of the best ingredients and optical brightener to give super white canvas shoes, sports shoes. Gives back fresh look to canvas shoes.

**Price:**

- Prices are low as compared to our competitors. This is the strategy to attract more & more customers by providing them the same quality.
- Prices fluctuates from Rs. 15-60 depending upon the product and its packing.
- We will also provide allowances & discounts to the wholesalers and retailers.

**Place:**

It will include the distribution channels and chain which flow from manufacturer to the ultimate consumer of our product. It will flow the following pattern.

**Promotion:**

This is the last p of 4 p's marketing mix but most important. It will include all those tools of IMC which I will discuss in the following parts.

**IMC PLAN OF Shine Shoe Polish :-**

The IMC Plan that we have constructed consists of all of our objectives that we must consider and approach during our entire campaign. We have clearly identified all of the major components required to achieve our goal of promoting the Shine to our target audience. Our main focus is to communicate the benefits of the Shine shoe polish through personal selling and event sponsorship, Print and Broadcasting media. We will be completing this task by installing a temporary booth in high traffic locations for students around campus. The event sponsorship will be promoted through our Mazda Pub Night, newspapers and magazines will be used for print media,

Television & Radio will be used for broadcasting media and this will in turn create awareness for our product and excitement for new users.

I am discussing the components of IMC of Shine Shoe polish & these are given below:-

- Advertisement
- Communication Objectives
- Campaign Message/Strategy
- Event Marketing/Creative Strategy
- Media Strategy
- Public Relations
- Budget Allocation
- Measuring Effectiveness
- Direct marketing
- Personal selling
- Van marketing
- Sponsor ship
- Publicity
- Sales promotion
- Salesincentive programs

**ADVERTISEMENT:-**

First of all make the advertisement strategy to promote our product.

Advertisement should be precise innovative. Give the advertisement on broad cast media and on line media both.



**TAG LINE OF SHINE SHOE POLISH:**

**CELEBRITY:**

John Abraham

And give the ads in newspapers, magazines etc.

**TV ADVERTISEMENT: –**

TV advertisement plays a very vital role advertisement world so it is very important. Firstly hire the good advertisement agency.

**TELEVISION ADVERTISEMENT OF SHINE:-**

- Message should be clear so we will use the effective word in SHINE SHOE POLISH advertisement.
- We will use rational appeal in our shoe polish advertisement.
- Tag line will focus on the all potential customers.
- And describe features of the shoe polish.
- John Abraham is brand ambassador of SHINE SHOE POLISH.
- We will also use Mickey Mouse for television to target the children and youth.

We will also take Gurdass Mann in our television ad by making him sing his popular song i. e

“ ROTI HAQ DI KHAYEA PAVE BOOT PALSHA KAREYE”

**Message & its effect:**

He will relate this song to our Shine Shoe polish.

And will tell about its features and quality which makes

it better than the competitors. This will be a very effective

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promotional tool.

**RADIO ADVERTISEMENT OF SHINE SHOE POLISH:-**

“ Kya baat hai Sharma ji naye jooto pehn ke kaha ja rahe ho,

Nahi Verma ji yeh to mere purane jooto hai, yeh to meri Shine Shoe polish ka kaamal hai”.

**Message & its effect:**

This will tell about the superior performance of my product which makes old shoes look like brand new shoes and it will influence Verma ji to purchase our shoe polish and this chain will go on.

**“ QUALITY IS OUR PRIME CONCERN”**

Work shine’s paste polish into leather and seams with a cloth or brush. It extends the life of the shoes, giving a natural shine and protection with the multi-wax -formula.

**Communication Objectives:-**

- To increase awareness of the SHINE SHOE POLISH fit by our target market through use of our media strategy from 0% to 20%, over a 12 month period
- To create interest of the SHINE SHOE POLISH fit within our target market from 0% to 10% by the use of our media strategy, over a 12 month period
- To induce trial and evaluation of the SHINE SHOE POLISH Fit within our target market from 0% to 3%, over a 12 month period

**Campaign Message:-**

- Our campaign slogan is:

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- **“ Shines, nourishes and Protects”**

- Ultimately, it fits your friends, your stuff, and your lifestyle.

- **Media Strategy:-**

- Event Specific Advertising
- College newspapers
- Radio
- Internet (local online event listings)
- Outdoor Support Media like Hoarding, pamphlets, autorickshaws and buses displays.
- General Advertising
- Print
- Radio
- Internet
- Local Event Sponsorships

- **Media Usage – the following were rated “ likely to see” for advertising:-**

- 74. 4% TV
- 52. 3% Radio
- 43. 9% Magazine
- 39. 3% Events/Promotions
- 36. 8% Outdoor boards
- 35. 4% Internet
- 25. 6% Personal Websites

**Public Relations:-**

- Increase awareness; improve opinions/attitudes about the SHINE SHOE POLISH and to receive attendance/participation at the promotional events by our target audience through positive media coverage.
- We will help the poor society which is below poverty line.
- We will also contribute towards Temples, Gurdwaras etc.

These steps will make the good relations of our company with public.

**Measuring Effectiveness:-**

- Internet: Control & Evaluation
- Event: Control & Evaluation
- Knowledge
- Program Implementations
- Follow Up
- Attainment of Objectives
- Public Relations: Control & Evaluation

**DIRECT MARKETING:-**

I will tie up with networking company Amway, and sell the POLISH with the help of “ AMWAY”. Because “ AMWAY” is a recognized company and does direct marketing which is very useful to our company.

**PERSONAL SELLING:-**

Personal selling is a main concept of marketing. This concept can be very successful in promoting my product because my product is not very expensive item so people can easily purchase it from our sales man without hesitations. So I am using this concept.

### **VAN MARKETING:-**

Van marketing is very important for promote our product (SHINE SHOE POLISH).

### **SPONSORSHIP:-**

Sponsor ships in cricket tournament and college events like L. P. U big events to promote our product.

### **PUBLICITY:-**

Publicity through road shows and press conferences.

### **SALES PROMOTION OF SHINE SHOE POLISH**

- Free sample will be given to the wholesalers, retailers and to the new customers.
- First ten customer will get attractive vouchers
- Provide the POLISH on minimum rate as compare to the competitors.
- And many lucky draws gift hampers.
- Offer coupons.

### **SALES INCENTIVE PROGRAM:-**

- Meet and exceed sales goals
- Engage and motivate sales teams and customers
- Drive incremental revenue and profit
- Launch new products in particular segment.
- Promote stronger customer relationships

### **CONCLUSION:**

IMC plan is very important to every product, without IMC we cannot create good image of product in human minds. I have choose the name of Shine

Shoe polish because Shine is only required for shoes after polishing them so it is a sign of brightness.

Tag line of our company tells about that our polish works faster than anyone else polish. I have chosen the brand ambassador (John Abraham) for our product because my product mostly focus on school & college students, young professionals & John is young and smart and best suited for promoting my product.

Event marketing, sponsorship, media strategy, direct marketing, personal selling and many more, which I mentioned in IMC plan are very useful to effective IMC plan and without these tools we cannot make the effective IMC plan.

Sales promotion is a very important part of integrated marketing communication so sales promotion technique is very useful for promoting our product. By the help of these sales promotion techniques we can increase our sales.

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