

Marketing



**ASSIGN
BUSTER**

Lance White, President John Doe, Marketing Manager July 24, 2006 Marketing our Athletic Shoes The new athletic shoes to be introduced are catered towards the college-students subculture, thus, this memo seek to address the product line attributes relative to the market, the market's purchasing process and the suggested marketing strategy.

Product Attribute

It is now a well-known fact that athletic shoes refer to the shoe product line that could be worn both for athletic activities as well as casually. The design of each athletic shoe is tailored to suit a particular purpose. This is the reason why we have an exclusive design for specific sports. For instance, running shoes have specialized spiked soles one can't find in the other product lines. We have athletic shoes for basketball, running and tennis, among others. There are athletic shoes that can also double as casual shoes and these are what we popularly call trainers and sneakers.

Nike, Adidas and Reebok dominate the athletic shoe market and the competition is fierce because there is a large market for it. The young people/the college student culture is our target consumers due to their active and upwardly mobile lifestyle.

Our research took pains in coming up with designs that could address their personalities, lifestyles, gender, and other marketing variables reflective of their age group.

The Markets Purchasing Process

The actual purchasing process of our target market could be categorized into two: traditional and online purchasing. Traditional purchasing process is when the consumer buys from a store while online purchasing is when the consumer orders the product using the internet. Online purchasing is the

more interesting of the two. Today, the college-students subculture is popularly known as the MySpace generation. This tag is after a hugely popular social networking website called MySpace. com. It came to be synonymous to our target market because it represents how the web figures in young people's lives especially socially and as a consumer. BusinessWeek reported that our market live online, buy online and play online.

Marketing Strategy

To penetrate the market and acquire a significant share of mind, we should tap the endorsement of popular icons among the college-students. It would not hurt if we follow the lead of Nike when they hired Michael Jordan to endorse their shoes. There was a quantified improvement on the Adidas sale when trendsetters like Claudia Schiffer and Madonna started sporting their products. (Wallace)

The strategy of launching a comprehensive sponsorship of sporting events not just professional but on American collegiate level must also be seriously considered. There is nothing more effective than touching base with our market leaving us with the message that we are real and giving them opportunity to gauge our products' strengths.

Finally, based from the characteristics of our target market, it is my opinion that our marketing strategy should be aggressively pursuing a strong internet presence. We should be reminded that Pew Internet & American Life Project found that fully 87% of 12- to 17-year-old Americans use the Internet, while about two-thirds of adults do. (Hempel) Integrating online marketing and setting up an online store infrastructure could propel our product lines in the forefront. This strategy may include tie-ups with popular websites as what Ipod have successfully done.

I would be glad to discuss with you my recommendations on Tuesday.

Bibliography

Hempel, Jessi. "The MySpace Generation." BusinessWeek Online. Dec 2005.

Cover story

Wallace, Charles. "Adidas." California Institute of Technology. Aug. 1997. 23

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