

# Crocs



**ASSIGN  
BUSTER**

Crocs began marketing its shoes at a November 2002 boat show. Crocs were originally intended to be sold to boaters, because of their slip proof, non-marking sole and the fact that they are waterproof and odor resistant.

However, this market soon expanded to include gardeners, healthcare workers, waiters, and other professionals who had to be on their feet all day. This market began to encompass markets Crocs had never considered.

Over the course of a year what had started out as simply an idea on a sailing trip evolved into one of the greatest footwear phenomena of the decade.

**Products and Target Market** Crocs currently targets multiple market segments ranging from boaters to gardeners to simply individuals wanting a comfortable pair of sandals. However, the firm's initial target market was boaters. Crocs' initial foray into the market was an effort to provide a comfortable pair of nonslip boating shoes to a niche market.

This target market soon expanded to others who would pay a premium price for comfort. Nurses, retail store clerks, and others who spent most of the day on their feet quickly recognized the value proposition Crocs offered: while expensive, these individuals were willing to pay a premium to avoid the discomfort of traditional shoes. Today, Crocs targets an even wider swath of the market. Crocs' product category advertisements state that Crocs are for " women, men, kid, sports, and everyone. To further broaden their market, Crocs advertises that among these segments, customer will find its products to be comfortable " onthe beach, around the house, in the rain, in cold weather, off the road, for walks in town, " and even something that will " look good in the office. " Crocs has kept its original characteristics of light-weight, non-slip, brightly colored product lines while created additional styles to

accommodate the needs of different consumers. Crocs also offers apparel products such as t-shirts, shorts and even women's leggings.