

A market analysis for the shoe retailer clarks



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BUSTER**

Clarks is offering shoes based on trends to men, women and kids. Apart from shoes for shopping, Clarks also offers bags and other accessories. As their customers can see, from time to time, there are also clearance sales or just sales to all products that is being offered in the website. Here the website has offers the following links for customers to click and view the types of services offered in each link.

Aim

When it comes to footwear, Clarks' experience and technical intelligence is unrivalled. Clarks created a collection which combines comfort and performance with style and practiced in the art of caring for feet, protecting and invigorating for their customers' feet in any pressure that they're under or at any physical demands are made.

The website has provided links on:

Women

There are lots of options for women under this tab in which it is divided in two parts.

Products - They categories of Boots, Shoes, Pumps, Sandals, Wedges, Boat Shoes, Slippers, Handbags, Wide Fit, originals, K shoes, Specialise of Size 3 and Size 9.

Feature - Customers can find on their New Arrivals, Best Sellers, Smart, Casual, Sports, Teens, Workwear, Gore-Tex Styles, Waterproof.

Men

There are lots of options for men under this tab in which it is divided in two parts as well.

Products - They categories of Boots, Shoes, Boat Shoes, Sandals, Slippers, Sports, originals, Wide Fit, Specialise of Size 6 and Size 12+.

Feature - Customers can find on their New Arrivals, Best Sellers, Smart, Casual, Workwear, Waterproof, Active Air and Winter Styles.

Kids

Customers can select option to check on different gender (Girls and Boys). Under both of this option, some categories that customers can search for such as check on their updated New Arrivals products for their kids, they can also check on the Kid's Best Seller Products, searching for shirts or shoes in the range of age 0-2, 2-4, 5-6, 7-8 and 9-12, Boots, Waterproof, School, Sports, Casual, Wellies and Slippers.

Sports

This divided into two divisions:

Women - Where the customers can find Shoes, Boots, Sandals, Fitness Training, Waterproof, Atsu Styles, Wave Walk Styles and Boat Shoes.

Men - Where customers can find Shoes, Boots, Waterproof, Atsu Styles, Wave Walk Styles and Boat Shoes.

Originals

This is also divided into two optional parts. (Women and Men) and both have same categories name such as: Boots, Shoes, Classic and Fashion Styles.

Bags

Customers can look for Bags, Purses, Umbrellas, Smart Bags, Casual Bags, Leather Bags, Non Leather Bags, Across Body Bags and Shoulder Bags.

New arrivals

Here customers can see all their updated products under this New Arrivals link.

Sale

Customers also can see products that are on sale.

Store locator

Customers can check through their entire available store under this link.

WEBSITE: BALLY

Introduction

Every Bally product created by their craftsmen has put into the quality and details that coherently has been translated from the Bally world of “ a tangible concept and luxury is a lifestyle”. By investing in the cultural development and creativity of talents from the region, the Company has decided to collaborate with the Swiss region Ticino, where the Company’s headquarters are based, in keeping with Bally’s traditional values. Their

website has offers the following links for customers to click and view the types of shoes offered in each link.

Aim

The company's objective is to seek out real Ticino talents and give them the opportunity to be supported on an international level by one of the most renowned brands in the luxury field.

The website has provided links on:

ONLINE STORE

Clicking on this link will bring the customers back to the first page as shown in Figure 2.

MAN

There were five sub-links that customers could select to see more option in category lists or they can even click directly on the linked picture shown in figure 3 below, where this could be more convenient to them as they could easily find the mix and match outfit depending on what season they are having.

This webpage has provided sub-links on:

Footwear or shoe image

Customers can have many options to choose in different categories from Ankle Boots, Booties, High-Top Dress Shoes, Laced Shoes, Moccasins, Oxfords, Sandals and Sneakers in different colours with the available sizes.

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Handbags or Bag Image

Few options on bags that are categories in Laptops Bags, Briefcases, Hobos, Leather Bags and in only black and brown optional colours.

Accessories

More accessories that customers could search for such in different designs Belts, Business Card Holders, Coins Purses, Document Holders, Wallets, Key Rings, Watches and Scarves.

Ready to Wear or The Model Image.

Customers can see and buy few outfits or the mix and match of the shirts, trousers, cardigans, coats and jackets with hats and shawls, as shown on what the model wore in this link that the customers would like to follow their fashions.

Spring/Summer 11

This link provide the customers to an updated items for their next seasonal which includes Shoes, Handbags, Accessories and Shirts.

WOMAN

There were also provided five sub-links that customers could select to see more options in category lists or they can even click directly on the linked picture shown in figure 4 below. This web link style was more or less the same as Man's Collections web link, where this also could be more convenient to them as they could easily find the mix and match outfit depending on what season they are having.

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This webpage has provided links on:

Footwear or shoe image

Customers can have many options to choose in different categories from Ankle Boots, Ballet Flats, Boots, Close-Toe Slips-on, Moccasins, Open Pumps, Platform Pumps, Sandals and Sneakers in different colours with the available sizes.

Handbags or Bag Image

These were categories in Bowling Bags, Clutches, Laptop Bags, Hobos, Fabric Bags, Large and Medium Leather Bags and Satchels and all were available in few optional colours.

Accessories

More accessories that customers could search for such in different designs Belts, Gloves, Hats, Key Rings, Scarves, Tray, Trusses and Wallets.

Ready to Wear or The Model Image

Customers can see and buy the outfits or the mix and match of the Shirts, Pants, Tops, Dresses, Skirts, Cardigans and Jackets with Hats and Cashmere, as shown on what the model wore in this link that the customers would like to follow their fashions.

Spring/Summer 11

This link provide the customers to an updated items for their next seasonal which includes Shoes, Sandals, Handbags, Accessories and Shirts.

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All these entire items will be given with its individual description and the product code and the details that include with the availability of the item's optional colours, available sizes and the price.

Some of the items are shown the detail with its applicable discounts as it is actually part of the company's promotions.

In order for the customers to purchase the particular item, they are required to click on 'Add to Shopping Bag' button that will appear just below of the particular item description's box.

WEBSITE: CAT FOOTWEAR

INTRODUCTION

Hard work and life's driven is an inspired of Cat® Footwear. This company is a division of Wolverine World Wide, Inc. and the global footwear licensee of Caterpillar® Inc. that has been well known around the world for being the premier manufacturer of earthmoving equipment, Caterpillar is committed to providing consumers with the tools it takes to get the job done. Cat Footwear sells a wide range of footwear in more than 150 countries worldwide, from a small collection work boots and casual footwear into an expansive line of men's and women's styles which also offer authenticity and rugged style on the job site and far beyond. Their website has offers the following links for customers to click and view the types of shoes offered in each link.

Aim

The company was originally created from a small collection of work boots designed to provide the worker with comfort and durability that met the challenges of the worksite and Cat Footwear delivery real quality without pretense and it can become the customer's defense between their feet and the pounding of daily life. "FORGED BY WORK, DRIVEN BY LIFE" is all the way Cat Footwear's mission. The spirit of progress drives Cat Footwear: design and craftsmanship built around a legacy of success and innovation, which is adapted to the needs of today and the demands of tomorrow. Their shoes and boots defined as their uncompromising strength and durability and could upholds the same promise that fuels the earth-moving, city-building machines that give the brand on its name: to outfit hard-working, adventurous people with equipment that never quits. As so called to be 'Tough, Dedicated, Dynamic and Bold' reputation of the Caterpillar brand.

The website has provided links on:

MENS

From this MEN's web link, the customers could checked all the men's shoe products by selected the 'ALL' button as shown on figure 6 above. They also have an option to select on what specific type of shoes that they are looking for, as this webpage were divided into five divisions sub-links,

By Categories: They can choose this brand shoes either they want it for Work Shoe or maybe they want it to be more into Casual type.

By Style: The customers could find on choosing by the style of the men's shoe more easier if they want to concentrate on looking into either Boots style or Normal Shoe style.

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By Browse: The customers could know on what were the Best Sellers shoes or boots if they browsed by this selection and they can even get to know more on the updated products on New Arrival selection.

By Collections: The obsessed and classy customers of this particular brand, they could check through all the collections of Flexion, ITechnology, Legendary Raw Collection and Jeff Burton's Favorites.

Our Story: As for this, the company provided their story in this particular web link.

WOMENS

From this WOMEN's web link, the customers could check all the women's shoe products by selected the ' ALL' button as shown on figure 7 above.

They also have an option to select on what specific type of shoes that they are looking for, as this webpage were divided into four divisions of sub-links as well,

By Categories: They can choose this brand shoes either they want it for Work Shoes or maybe they want it to be more into Casual type.

By Style: The customers could find on choosing by the style of the women's shoes more easier if they want to concentrate on looking into either Boots style or Normal Shoe style.

By Browse: The customers could know on what were the Best Sellers shoes or boots if they browsed by this selection and they can even get to know more on the updated products on New Arrival selection.

By Collections: The obsessed and classy customers of this particular brand, they could check through all the collections of iTechnology and Legendary Raw Collection.

TECHNOLOGY

This webpage linked all the product items with MENS and WOMENS web link's items. From here, customers could also choose specifically of what Safety Features, the Uses and its Advanced Technology on any of the items that they want it to be. Such as,

Safety Features: Electrical Hazard, Insulated, Metatarsal Guard, Slip Resistant, Water Proof, Steel Toe, Puncture Resistant, Composite Safety Toe or Extended Wear Compound.

Advanced Technology: iTechnology, Hidden Tracks®, Techniflex®, iTechnology Energy Series, iTechnology Super Duty, SRX : Extreme Slip Resistance, Ergo and Flexion.

Uses: Service, Light Industrial and Heavy Industrial.

Each of the entire sub link mentioned in bold text has some more option for the customer's convenient. Such as,

All the products arrangement could be easily seen by the customers, they could simply choose its features, either by

Price - Will be display in ascending order.

Name - Will be display in alphabetical order.

Rating - Will be display from the higher rates to the lowest rates.

The entire products could also be filtered depending on the availability or the shoes technology. The filtrations could be done either:

By the customer's Size, Width, Colour, Toe (Composite / Soft /Steel), Style (6" Boots / 8-9" Boots / Fashion / Boots / Hikers / Lace up Shoes / Pull-On Boots / Sneakers/ Slip-On Shoe).

If it's by the technology, the filtration options will be the same as mentioned on the previous page under Technology webpage, which are either any of the Advanced Technology, Safety Features or the Uses.

Each of the desired items will be shown the particular price, colour selection, available sizes and the chosen width with its respective overview and the details with its own specialities technology provided and displayed as well few images of every angle of that specific shoe.

In order for the customers to purchase the desired item, they are required to click on ' Add to Cart' button after the customers have done on their required selections.