

# Puma men's footwear essay



**ASSIGN  
BUSTER**

To present the range of product " Footwear Men's shoes" I chose the German brand PUMA. It's a company created in 1924 in Germany. This company proposes a large range of shoes. In fact it sells football shoes, cricket shoes, baseball shoes, running shoes and motorsport shoes. I.

Product We will see more precisely in this study the product range: motorsport shoes. You can see here three models of shoes: II. Distribution in France This product was firstly designed for the automobile competition but now it's a convenience good.

In France this product is sold in different kind of shop: - In shops specialized in shoes selling like Chausport, Footlocker, etc.

- In shops which sell sports equipment like Decathlon, Go Sport, etc. - In large scale retailing as Auchan, Geant Casino, etc. III. Price In France the price of this kind of product is between 90€ and 120€. This price varies according to the model and the place where the product is sold.

In fact the new models are more expensive and the price is a little bit higher when the product is sold in specialized shops. IV. Communication In France PUMA uses different means to communicate.

The company uses three main means to promote there products: Firstly the brand uses TV advertising, secondly it uses sponsoring and finally PUMA uses posters. Here you can see the logo of the brand it's another mean of communication because it's known everywhere in France and in the world.

PUMA has two main targets for its products: - The teenagers between 12 and 18 years old - Adults between 19 and 40 years old.

PUMA in the United States I choose to export this product in the US market.

Why this choice? Firstly because the US market has a large potential of customers. In fact the population is around 300 millions people.

Secondly because customer needs are quite the same as in France.

Nevertheless it is necessary to adapt the product to this new market. We are going to explain these adaptations. I. Language I remember you the product is shoes and more precisely shoes designed like shoes for motorsport. The first adaptation concerns the language. In fact before exporting our product we have to translate in English the tag inside the shoes with the explanations concerning washing, size or place of fabrication for example.

Generally there is a paper which presents the company so it is necessary to translate it in English.

So if our product is sold at 55 dollars our margins are lower than in France so we have to compensate this difference for the number of product sold. We seen the American market is bigger than the French market so we can think it won't be a problem to sell more products. Place To deliver our product in the United States we have to export it.

The best mean of transport is by a shipping company in containers. Why this mean? Firstly because it is impossible to export by truck or by train.

Secondly, because it is less expensive than airplane. We have to choose the incoterm before selling our product.

For PUMA the best incoterm is Ex-works because the company is not responsible of the risks of transport.

<https://assignbuster.com/puma-mens-footwear-essay/>

On other hand if we choose the Incoterm DDP (Delivery Duty Paid) we can sell our product for a higher price to the distributor. In the United States there are three mains distribution channel: - The specialized shops: it is shops specialized in shoes selling and the shops who sell only PUMA shoes. - The large scale retailing - E-commerce: in the United States this distribution channel is more important than in France. It represents more than 10% of the sales. The US market is composed by lot of competitors.

These competitors are the other shoes brand and especially the American brands.

- Firstly we have Nike. It's the leader in shoes market in the United States and in the world. - Secondly Adidas and Reebok. - New Balance. It's an American brand, it's not very well known in Europe but in the United States it's a famous brand.

- To finish the other competitors are all the other brands who proposed sport shoes like Asics, Converse, Fila, etc. Promotion In France PUMA is the sponsor of football team, rally team, etc. In the United States to have an impact on the population it will be necessary to sponsored other sports.

In fact in USA the national sport is not football but baseball so it will be a good idea to be the sponsor of a baseball team.

For our product which is motorsport shoes instead of sponsored rally team or a Formula One team, PUMA have to be the sponsor of an IRL team or NASCAR team. In fact in the United States these kinds of races are more watched than rally or formula 1. Concerning TV we have to translate the

advertising in English to be understood in USA. It is the same thing for posters.

We can keep the same brand name in the United States because the word PUMA has the same signification in English and in French (it's an animal).

It is the same thing for the logo because it corresponds to the name. The main target of our communication will be teenagers and young men. We keep the same target than in France because our product corresponds to it.

So the promotion will present the comfort of the shoes and the fact that with these shoes the customer looks like a race driver.