

Good essay about kinky boots

[Business](#), [Company](#)



A small business primer

Kinky Boots presents, in an entertaining musical format, several key issues that confront small businesses. These include the challenge of generational succession, the gathering of marketing intelligence and the level of passion required to motivate a workforce to support business objectives.

While business textbooks tend to focus on management issues facing large companies, in fact the overwhelming amount of economic activity is carried out by small businesses. One major challenge for small businesses arises when the original founder is no longer able to function as General Manager. In Kinky Boots, as the son of a much-respected entrepreneur strives to take over the reigns, he begins to discover a high level of bank debt and disastrous past decisions, such as the continued manufacturing of shoes under the pretense of a large foreign fictitious client. The musical pieces convey a sense of angst that surrounds the new owner as he discovers the extent of the problem he has inherited.

Unable to turn the tide in the traditional shoe market, the new owner seeks to explore alternative markets. A fortuitous meeting with a transvestite triggers sudden inspiration. Yet, an inspired idea requires substantiation through market intelligence. The new owner launches full force into “ field research”. The musical does a brilliant job, with visuals, character development and musical scores to denote how foreign the new clientele of transvestites are to him. Still, through a deliberate process of gathering technical information (on the weight bearing requirement of the boots) and taste preferences of his future clients, the owner demonstrates key attributes of open-minded, fact-based marketing research.

Even though there appears to be a potential for a new “vibrant” market for the shoe company, the new owner faces tremendous initial pushback from the factory floor. The scenes that involve the lead transvestite customer-turned-partner powerfully illustrate the discomfort of the workforce in working with a transvestite clientele. Even if reason (i. e. job protection) would support the change in company strategy, that alone does not suffice. It is through the development of individual relationships, repeated rejection of the transvestite client, and the flamboyant passion that he/she is able to communicate to the owner and workforce, that ultimately the company’s workforce can align behind the new marketing strategy. Marketing intelligence alone would not have sufficed. It is passion that is required to achieve broad-based support..

Kinky Boots should be required viewing for any business course. It is not merely entertainment. It is a comprehensive tale of transition management, marketing and workforce management.