

Women's shoe store business plan flashcard



**ASSIGN
BUSTER**

TreadsOfFate (ToF) begins online operations in August, 2012, to offer a wide selection of women-only shoes to customers nationwide. ToF also has a unique business model that allows them to have an extensive selection at the cost of only stocking one size per style.

TreadsOfFate's projected total sales for the first year of operations are Php1,200,000. Sales are projected to increase 10% annually for the next three to five years. TreadsOfFate expects to break even in the first year and be profitable in the second and remaining years.

The market for sandals, doll shoes, high heels, and stylish shoes is growing at a rate of 10 percent annually. TreadsOfFate has three major competitors, which are Nordstroms, Saks, and Vans. Because each of these major competitors, which only has a 30% share of the market, ToF believes that the market is underserved. Our focus on creating a product-based online store whose primary goal is to exceed customer's expectations gives us a competitive advantage in this marketplace.

Our potential customers are 1) Teen-aged girls, 2) Women interested in high-quality, fashionable, and stylish footwear, and 3) Professionals who will purchase shoes for their workplace, as well as for leisure time. With its roster of 6 highly experienced group of IT Experts and Business Managers, ToF is prepared to offer specialized services to each of these three potential client markets.

With a top management team and advisory board, an easy-to-use Website, and a strong marketing plan, ToF is poised to exploit our wide selection of high-quality, stylish, and fashionable women-only shoes.

Business Description

TreadsOfFate. com is a privately-owned provider of high-quality, stylish, and fashionable women-only shoes. Created in August, 2012 as a partnership, TreadsOfFate will be able to offer a wide selection because they will only have one size available per style. This one size is used as a demonstrative model. All other sizes are. TreadsOfFate has a wide selection of sandals, doll shoes, high heels, and stylish shoes.

Our mission:

Provide customers with an upscale selection of women's shoes and outstanding customer service. We exist to attract and maintain customers. When we adhere to this maxim, everything else will fall into place. Our services will exceed the expectations of our customers.