



Style, Solace, Sensational

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Team : Group 3

Executive Summary

Situation Analysis

BLOOMS was created in 2024, a shoe company that inspired Converse, the shoe brand. Our goal as a company was to make a comfortable and stylish shoe that everyone could wear. We worked as a company to create a brand that customers wanted by making it eco-friendly, comfortable, and chic. Our company has decided to target the younger generation through our advertisement. Resellers of our product could be shoe stores like DICKS, Famous Footwear, DSW, etc. The only factor for BLOOMS is in the United States, and we are looking to expand to other countries to build other countries. Our mission statement is BLOOMS strives to allow our daring customers to express themselves freely in all aspects of their lives, especially their shoes. Marketing strategies support this by advertising our mission statement to show our clients what we stand for as a company. Looking into our company's internal, we will take the Converse style and make it more suitable for running and walking. It's a sleek and comfortable shoe that you can do anything with! We have added value by seeing what our competitors are doing right or wrong and making our shoe models more desirable. Our external environment shows that for BLOOMS to develop a strategic marketing plan that makes evidence-based marketing decisions, our company must first see what customers need and/or want. We are all about listening to them and seeing what they want in a shoe. We create surveys to hear what our customers want or need as frequently as possible to receive significant feedback. One data section we will focus on during our plan and decisions is how the customer feels about the promotion. With this information, we will be marketing to the customers with more aim.

Marketing Objectives

BLOOMS' marketing objectives are

- To increase the amount of social media engagement and followers we have by 40% on the apps Tiktok, Instagram, Facebook, etc
- To increase the amount in the new market by 20 % in the next six months
- To introduce and add our new product in the next five years
 - Insoles that will both heat and cool shoes on the inside
 - Wheels Shoes in sneakers
- Expand to start new factories in countries outside of the United States
- To increase brand loyalty by 60% in the next year

Marketing Strategies

- **Consumer Markets:** BLOOMS will continue to market towards our current consumer market. The primary consumer market within our company are as follows:
 - **Demographic:** Female, ages 18-25, income of \$75,000, high school diploma or college degree, and highly located in college campuses/towns.
 - **Psychographic:** I am involved with active activities and used to walking around a lot for long periods at a time. I am focused on finding shoes that are a mix of style

and comfort and trying to find a more affordable shoe with a great return or longevity.

- **Media habits:** Tend to listen to more pop-centered music that mostly plays on the radio, scroll on social media (like *Instagram* or *TikTok*) a healthy amount of the day, and follow trends on social media.
- **Organizational Markets:** In the past, BLOOMS targeted one reseller market: 1) mall shoe stores. In the future, BLOOMS will target 1) College campus stores, 2) department shoe stores, and 3) online vendors.
 - By targeting college campus stores, our company can sell our shoes to our demographic group at a more convenient location.
- **Target Market Strategy:** Teens and Young Adults. Our company has noticed from our sales records that our audience is known for being in the younger market.
- **Positioning Strategy:** BLOOMS will work to ensure that every pair of our shoes is made with love, care, and consideration for our customers. We work hard to consider our customers' concerns.
- **Promotion Strategy:** We plan to promote our product through social media. We will send PR packages to influencers and have them try on our sneakers. We also plan on seeing what our competitors are doing.
- **Supply Chain Strategy:** Digital marketing plan. We take pride in making our social media very engaging, which has helped us gain more clients.
- **Price Strategy:** \$80- \$100: We wanted to make our shoes affordable for our customers. We compared our competitors' prices and worked to lower ours.
- **Product Strategy:** We noticed that our customers care about buying from an eco-friendly company, so we made an effort to make our shoes more economically sustainable. We also created a shoe that our customers could wear anywhere, and we wanted them to be comfortable.

Internal Environment

Mission Statement

BLOOMS strives to allow our daring customers to express themselves freely in all aspects of their lives, especially their shoes.

Organizational Structure

- Izabela Terech is the CEO of BLOOMS. Izabela works hard to ensure that we are constantly creating new products and designs and that the company is running smoothly.
- Megan Russo is the vice president of BLOOMS. Megan works hard to support Izabela and her role as president. Megan focuses on domestic relations for distribution and marketing.

- Annabell Lee Reck is the chief of international business. Annabell worked hard to ensure we have a good relationship with our international market and check in on the distribution and marketing.
- Thomas Tong, chief of marketing and promotion. Thomas worked hard to create new ways of advertising for BLOOMS constantly.
- Kevin Thomas, chief financial officer. Kevin was in charge of all of BLOOMS' financial records and the budget, figuring out what we should spend our money on.

Corporate Culture

Corporate culture: Every worker is heard, and all ideas are considered. We ensure everyone in our company knows their opinion is valued and heard. From doing so, we have created a positive culture. Creating this optimistic working company influences our marketing activities. We work to make new products and ads for our customers so everyone feels comfortable sharing their opinions. The environment we create, where all ideas are welcome, allows our marketing operations to take on a unique creative flair that is unique to BLOOMS. This welcoming culture also increases our employee retention rate, meaning that our team comprises experienced marketing professionals with years of experience in our company.

Current Product

Current Product: Our first-ever product was our stylish signature BLOOMS shoe, which we debuted in 2024. Our shoes are inspired by the culture of eco-friendliness that has pushed us to want to create an affordable shoe that can be consumed as a guilt-free product. Shortly after finding success in this process, we created insoles, which also debuted in 2024. This shoe has multiple colorways that reflect our ideas of our brand slogan style, solace, and sensational. Its comfortable style is built to create a perfect cross between leisure and recreation. Our shoes were with the idea that we would make something that would appeal to active people and also seek relaxation from their footwear. As the company progresses, we want to grow our share of the leisure sportswear market.

Current Market

Current Market: Our current market has been for those who are active but also want some comfort in life. This has been reflected in our target audience of younger people who would tend to fit this description more often than not. We have also taken into consideration how many things that once did not have such huge social implications, such as helping to create a sustainable environment, have driven us to keep our product in line with the times and aware of how we have decided to brand our products to the market, which as stated previously is the younger generation which we know will expand our overall market over time.

Pricing

Pricing: We sell our BLOOMS shoes for \$80.00 for in-store purchases and \$100.00 for online transactions, respectively. Currently, we do outsource our actual production of the product. Yet at BLOOMS, we constantly have an oversight of the entire production process to say that we are producing an eco-friendly sneaker confidently. With this method of production, we have been very successful and have been able to produce as of most recently, a net profit of \$25,429,594.

Customer/Sales

Customer/Sales: Sales of BLOOMS products showed increasing growth through 2024 because of changes in how we allocated our money and what we were spending on as a company. The sales figures plus BLOOMS customer research show a stable and strong customer base. This customer asset is important to the future of BLOOMS. Nevertheless, we know we have much room to spread awareness about our brand. Within the U.S. consumer market, BLOOMS targets young women who are frequently active and involved in athletic activities. Based on research conducted by BLOOMS, these consumers are primarily young adult women.

Distribution

Our company makes it a priority for our products to have the best team of employees and machines to get our products to the customers most efficiently. We tell our customers a timeline for when they will get the product so they will know what to expect from it. We will also constantly communicate with our clients to ensure they understand what is happening. Following this, we would survey our customers to see what they think about their experience buying the product. We can see how we can improve their experience and what they think about the product. When it comes to the supply chain, we work to communicate with our customers constantly. By doing this, it helps us create the best product possible. One big thing that customers care about is wearing a sustainable and eco-friendly product. This will make our customers more inclined to buy our product. We also show a flower in our logo. It is a symbol of the environment and how we care for it. Following this, we are constantly making new products and adding one to our product. Our customers are excited and motivated to return because of our latest products. We have also created this: if Someone refers a friend, they will get 5 dollars off their order. Doing this includes someone referring their friend to buy the product. Our company goes the extra mile to ensure all our customers feel heard. Once the client buys the product, our company will thank the client for buying the product. Our company tells the customers when they should expect their product. We also have the customer feedback/survey. If there was an issue with their order, we took steps to help them. Our clients are our main priority, and we care about giving them the best experience possible with our product. Focusing on the client and hearing what they want in their product will make your company succeed. If customers have a positive experience, they could write a review and tell their friends about the product. This will spread the word about the product, and the company will succeed. Paying attention to what the customers want will help enhance the client's success.

External Environment

Competitive Environment: Converse-BLOOMS faces many levels of competition. Multiple other shoe companies in the industry directly offer similar-styled shoes as BLOOMS, such as 1) Puma Sole Boosters, 2) Rave Runners, and 3) Nike FlexEase.

Indirect competition stems from the following: 1) other shoe companies focused on other shoes, such as sandals.

Economic Environment: Converse-BLOOMS worked hard to show their customers that we care about the environment. One way we show this to our customers is by having a flower as our logo. It is very simple but also has a message to our customers. Following this, when we create our product, we work to make it eco-friendly.

Technological Environment: Converse-BLOOMS sells a stylistic athletic shoe that would not per se have a lot of technological advances to change our product or style of shoe, at least in near years. Nevertheless, with our current eco-friendly design, we have strived to create a shoe that utilizes the latest technology to keep up with our product's quality expectations and commitment to creating a sustainable environment. We have also established an online media presence, enabling us to promote our company and increase our market share.

Political and Legal Environments: Our company must purchase the rights to own the flower logo to create the Converse-BLOOMS logo on the shoe. We cannot use the logo on our shoes without legal ownership of this property. Additionally, BLOOMS must verify that the shoe meets all safety standards and regulations. BLOOMS would start by ensuring tests for compliance with the shoes and obtaining any necessary certifications required to sell the shoes legally.

Socio-Cultural Environment: Today, the world is constantly changing, and trends are constantly moving. We want to start the trend of movement, its power, and the benefits of moving. We hope that every customer who puts on these shoes feels empowered. Since opening our brand, we have had more people move, and studies have shown that when our clients wear their shoes, they feel more confident.

SWOT Analysis

- **Strength:** BLOOMS works to ensure that its shoes are versatile. We created a shoe that our customers can wear anywhere. We also worked hard to add insoles to our shoes, which make them very comfortable. With our hardworking employees, we pride ourselves on our continuous efforts to check in with our customers and see what they want in our product.

- **Weakness:** Initially, we needed help getting people to notice our product. Since growing, we have gotten bigger, but now we need help working with our following and staying on top of it. Unfortunately, since our company is so new, we have low inventory and assets. This makes it hard to keep up with the number of orders we have gotten.
- **Opportunities:** We have worked hard to create strong marketing campaigns. One big thing we have done as a company is send PR packages to influencers, and they wear our product. From doing this, we have grown our following and keep working on promotions. Also, as a group, we worked hard to create an environment that shows our company's pride in its product. Our consumers see our pride in our product, and all of them have enjoyed it.
- **Threats:** We knew entering the shoe market would be difficult. There are several different shoe companies we are competing against, so it is very hard to stand out and get the client to choose our company. Also, one problem is that we are a new company, and it is hard to get customers to try our product.

Implementation and Control: Each action plan details the necessary actions to complete each step. The action plan includes the responsible party, the timeline, and the budget.

Action Plans

Product Plan

Objective: “The Start of the Bud”—This action plan revolves around the product development of our shoes. Our design team would work together to create multiple designs for the shoes, packaging, and marketing ads.

Action Item	Responsible Party	Timeline	Budget
Reworking of packaging design to fit brand image. Hire a graphic designer.	Izabela Terech (CEO)	Start: March 25 Deadline: March 29	Product Development Period 1:1,100,000 Period 2:2,000,000 Period 3:2,000,000 Period 4: 2,000,000 Period 5:2,000,000 Period 6: 2,000,000 Period 7: 2,000,000 Period 8: 2,000,000
Produce complete design and approval among the board.	Izabela Terech (CEO)	Start: March 25 Deadline: April 12	\$0
Phase out the current design and move to the updated product	Izabela Terech (CEO)	Start: March Deadline: April 12	Product Development Period 1:1,100,000 Period 2:2,000,000

and packaging design.			Period 3:2,000,000 Period 4: 2,000,000 Period 5:2,000,000 Period 6: 2,000,000 Period 7: 2,000,000 Period 8: 2,000,000
Research the product and find out what type of market	Megan Russo (Vice President)	Start: March 29 Deadline: April 3	Market Research Period 1: 0 Period 2: 10,000 Period 3: 10,000 Period 4: 0 Period 5: 0 Period 6: 0 Period 7: 0 Period 8: 0

Price Plan

Objective: “The Growing Sprout”—This action plan highlights the price element of the marketing mix. After intense research, our finance team would approach the full production team and address how to accurately price our products to ensure lower prices while also maintaining a profit.

Action Item	Responsible Party	Timeline	Budget
Review current prices vs. hypothesized peer prices compare and contrast	Kevin Thomas Finance Director	Start: March 29 Deadline: April 3	\$20,000
Calculate costs and profit margins	Kevin Thomas Finance Director	Start: March 29 Deadline: April 3	\$0
Identify what the gross margin of the BLOOMS	Kevin Thomas Finance Director	Start: March 29 Deadline: April 3	\$0
Identify the price the customer is willing to pay	Kevin Thomas Finance Director	Start: March 29 Deadline: April 3	Total Cost per Goods Price Period 1: \$31.96 Period 2: \$26.18 Period 3: \$22.91

			Period 4: \$20.06 Period 5: \$18.08 Period 6: \$16.76 Period 7: \$15.48 Period 8: \$14.36
Monitor and adjust prices as needed	Kevin Thomas Finance Director	Start: April 3 Deadline: April 22	\$0

Place Plan

Objective: “Branching out”—This action plan focuses on promoting our product and everything that goes into it. Our employees focused on outer-production management would start to create strong relationships with other manufacturers to facilitate communication and transportation efforts.

Action Item	Responsible Party	Timeline	Budget
Research manufacturers from local regions	Annabell Lee Reck (Chief of International Business)	Start: Before the beginning of sketching new shoe designs Deadline: Before shoe designs are submitted for final review	\$0
Reach out to said manufacturers	Annabell Lee Reck (Chief of International Business)	Start: After shoe design submission Deadline: 1 week after shoe design submissions are due	\$0
Narrow down manufacturers based on efficiency, quality, and price	Annabell Lee Reck (Chief of International Business)	Deadline: 10 days after shoe design submission	\$0
Start negotiating with the chosen manufacturer	Annabell Lee Reck (Chief of International Business)	Start: immediately after the chosen manufacturer Deadline: 12 days after shoe design submission	\$0

Accept negotiation terms and sign	Annabell Lee Reck (Chief of International Business)	Deadline: 2 weeks after shoe design submission	\$412,000 (unit cost x unit sales)
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Promotion Plan

Objective: “In Full Bloom”—This action plan involves the promotional aspect of our marketing plan. Here, our marketing team will start on any advertisements and pass them along to our communications team, who will share them through our communication methods.

Action Item	Responsible Party	Timeline	Budget
Creating ads/ on social media	Megan Russo (Vice President)	Start: April 3rd Deadline: April 22	Advertisement Period 1: 3,500,000 Period 2: 2,700,000 Period 3: 2,800,000 Period 4: 4,300,000 Period 5: 4,200,000 Period 6: 4,400,000 Period 7: 4,500,000 Period 8: 4,500,000
Identify what price point personal selling will benefit the company the most and how much should be allocated to it	Megan Russo (Vice President)	Start: April 8th Deadline: April 22	Personal Selling Period 1: \$1,280,00 Period 2: \$1,120,000 Period 3: \$960,000 Period 4: \$1,760,000 Period 5: \$1,600,000 Period 6: \$1,600,000 Period 7: \$1,600,000 Period 8: \$1,600,000
Research how much dealer promotion affects our company’s customer satisfaction	Thomas Tong (Chief of Marketing and Promotion)	Start: April 8th Deadline: April 22	Dealer Promotion Period 1: \$2,200,000 Period 2: \$1,400,000 Period 3: \$1,400,000 Period 4: \$2,600,000 Period 5: \$2,400,000 Period 6: \$2,300,000 Period 7: \$2,400,000 Period 8: \$2,400,000

Measurement and Control Strategies

To ensure the success of our company and profit, BLOOMS will aim to do a bi-monthly trend analysis to figure out what style is in the youth demographic BLOOMS targets. Additionally, BLOOMS will highlight receiving customer feedback to ensure the shoes meet their demands. It is important to know the type of clients you are trying to advertise your company. Currently, we are working on targeting the younger generation of teenagers/ young adults. We will continue to work on reaching out to influencers and getting them to wear our product. We will keep our prices low to meet our consumers' demands. Along with the trend analysis, our crew will perform a bi-monthly competitor analysis to guarantee that BLOOMS is performing at its best and is offering the best prices compared to the competitors in this industry.

Reference (APA)

Gqdotcoza. (2018, April 17). Here's why the Converse all stars are the world's most popular sneakers. GQ South Africa.

<https://www.gq.co.za/style/sneakers/heres-why-the-converse-all-stars-are-the-worlds-most-popular-sneaker-16564466>

Make your statement. Converse Official Site. Converse.com. (n.d.).

<https://www.converse.com/>

Our values make a difference every day. Home. (n.d.).

https://jobs.converse.com/blog/values-blog?siteSearch&offset=0&sort_key=last_published