

19th International Technical Footwear Congress

February 03-05, 2016, Chennai, INDIA

www.uitic-congress.cleindia.org/

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CONSUMERS ARE ALWAYS RIGHT,
BUT DO THEY REALLY KNOW WHAT IS RIGHT
FOR THEM?
HOW CAN A SHOE COMPANY WORK UNDER
SUCH UNCERTAINCIES?

Mr. Claude-Eric PAQUIN
Vice-Chairman FFC

FEBRUARY 3-5, 2016
CHENNAI, INDIA



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1/ TODAY'S WORLD, A WORLD OF PARADOX

- Markets are more and more "global", but consumers want more and more customized products
- Consumers want to differentiate themselves from the "mass", but they behave more like "flocks"



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1/ TODAY'S WORLD, A WORLD OF PARADOX

- Consumers are continuously looking for discounts and « good » prices, but they are more and more demanding in terms of quality and services
- Consumers are generally very conservative and loyal to their distributors but they are more and more « fashion victims »



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2/ AS AN INDEPENDANT SHOE COMPANY HOW TO RESPOND TO THOSE PARADOXES?

➤ Have a strong brand

Without a truly « global » brand there is no future. Independent shoe companies are now competing directly with the global players

➤ Have a well-defined market position

Today's world is no longer a world of « generalists » but of « specialists »



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2/ AS AN INDEPENDANT SHOE COMPANY HOW TO RESPOND TO THOSE PARADOXES?

➤ Have a strong domestic base

Becoming « global » requires large investments that can only be funded and justified with a strong domestic base

➤ Be capable to adjust your offer to local requirements but still pretend it is the original product

Be able to make some adjustments according to local markets

➤ Rethink your supply chain

Changes in season tempos and developpment of "Omnicanal" strategies impose major reorganization of the supply chain



FEDERATION FRANÇAISE DE CHAUSSURE



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3/ WHAT YOU SHOULD DO

Step 1 – Launch a SWOT analysis of your Brand

Step 2 – Think about your communication strategy, build your brand image

Step 3 – Think about your distribution strategy

Step 4 – Adjust your supply chain



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4/ SOME IDEAS FOR ENHANCING THE MARKET POSITION OF YOUR COMPANY

- Taking advantage of the new digital technologies
Using digital technologies may revolutionize your sales strategy (E-retailing, customizing yours products, changing your manufacturing process)
- Introducing new materials and components
Customers are more and more concerned by the concepts of sustainability, social responsibility, environment



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4/ SOME IDEAS FOR ENHANCING THE MARKET POSITION OF YOUR COMPANY

➤ Developing a real recycling policy

Recycling is becoming a major issue

New ID for your products and its industrial process

➤ Developing products especially designed for your customers' well-being

Customers are more and more « health conscious »

Some brands have developed some specific technologies

