

19th

International Technical Footwear Congress

February 03-05, 2016, Chennai, INDIA

www.uitic-congress.cleindia.org/

Official Event of



Organizer



Council for Leather Exports

Supported by:



Necessity of Services in Footwear Sector

By: Prerak Mittal
prerak.mittal@fddiindia.com



19th

International Technical Footwear Congress

February 03-05, 2016, Chennai, INDIA

www.uitic-congress.cleindia.org/

Official Event of



Organizer



Council for Leather Exports

Supported by:



Most of the footwear companies are product or industry driven. They need to understand the current and future requirements of the market. Providing services is definitely looking forward and futuristic which will create its own 'niche' in the footwear industry.



19th

International Technical Footwear Congress

February 03-05, 2016, Chennai, INDIA

www.uitic-congress.cleindia.org/

Official Event of



Organizer



Council for Leather Exports

Supported by:



Understanding your Consumer:

Consumers are vigilant and are continuously looking beyond prices and offers.

There is a huge gap between demand and supply of quality services (Cleaning, polishing, repairs, restorations and personalization) in footwear sector.

Consumers want to stand apart and demands customized products.

Consumer fears investing in a good quality shoe, as they observe deficiency in the quality service providers for their shoes.



19th International Technical Footwear Congress

February 03-05, 2016, Chennai, INDIA

www.uitic-congress.cleindia.org/

Official Event of



Organizer



Council for Leather Exports

Supported by:



Defining services:

Cleaning and polishing services are always on the top list of consumers as no matter what is the price or quality of the footwear, it will require cleaning and polishing after use. Especially Nu-buck and **suede leather** footwear requires dedicated cleaning. Every other leather footwear is always up for polishing.

Worldwide large number of footwear is dumped without real use because of **minor repairs**. A repair includes many things, from a broken top piece to missing buckle to broken heels and soles. Consumers are also keen to **restore** their ages old beloved pair of footwear.

Services also include **customization** of the new footwear for consumers with disability or problems (diabetic shoe, footwear for people with extra fingers). Consumers with distinct style also prefer their own designs and prints on their footwear (Adidas, Converse).



19th

International Technical Footwear Congress

February 03-05, 2016, Chennai, INDIA

www.uitic-congress.cleindia.org/

Official Event of



Organizer



Council for Leather Exports

Supported by:



How to counter this supply gap:

Footwear brands and stores (Online & offline) taking care of services on their own. The idea is same as mobile handset brands providing services at their own service centre.

New companies providing organized and uniform services to all brands through their chain of service centers.

Online provision of services where consumers can send their shoes via courier or with pickup and drop facility from the servicing factory like pasqualeshoerepair.com or shoecareclinic.com



19th

International Technical Footwear Congress

February 03-05, 2016, Chennai, INDIA

www.uitic-congress.cleindia.org/

Official Event of



Organizer



Council for Leather Exports

Supported by:



Challenges of providing services in footwear sector:

Quality of services should satisfy the consumer's needs and expectations as well. This means quality value added services for the consumers.

Charges are required to be nominal where a consumer can see the clear difference between new and serviced footwear.

In case of multi brand service provider, they have to rely on their brands partners for spare raw materials to meet the service demand.



19th

International Technical Footwear Congress

February 03-05, 2016, Chennai, INDIA

www.uitic-congress.cleindia.org/

Official Event of



Organizer



Council for Leather Exports

Supported by:



How inclusion of services will benefit ?:

Brand Loyalty

Consumers will see inclusion of services along with product as a solution to their problem. Brand reliability and loyalty will leap high and make the early mover a prominent player in industry.

Increased Consumer interaction

Consumer will act together with the brand and frequency of interactions will increase. Normally where a consumer was dealing with brand once or twice a year (at the time of purchasing a new pair), now they will visit/indulge more with the brand increasing scope to communicate and be remembered.



19th

International Technical Footwear Congress

February 03-05, 2016, Chennai, INDIA

www.uitic-congress.cleindia.org/

Official Event of



Organizer



Council for Leather Exports

Supported by:



How inclusion of services will benefit ?:

Less sales returns

Service setup within brand will lead to less sales returns and brands can shift their focus from guarantees to warrantees.

Allied market of footwear maintenance products will cherish and gives the brand to offer more product mix.

Re-cycle and re-use are the major focus worldwide.

Discounts on every pair returned will increase the sales volume and these returned pairs can be repaired and given to the underprivileged. In this way a brand is adding sales volume along with boost to its CSR activities. Being and initiator, there will be definite competitive edge for the brand.



19th International Technical Footwear Congress

February 03-05, 2016, Chennai, INDIA

www.uitic-congress.cleindia.org/

Official Event of



Organizer



Council for Leather Exports

Supported by:



THANK YOU FOR YOUR TIME.

