

Glorious Kicks

MARKETING SITUATION ANALYSIS

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Overview

Glorious Kicks is a company in the footwear industry that has been around since 2022. It is in the process of ensuring to continue to deliver quality products to customers. Through this analysis, the marketing department aims to shed light on how the product's market currently behaves and reacts in relation to the product and its competitors.

Target Market

The company creates sneakers for people aged 18 and above living in extreme weather conditions who are in need of weatherproof footwear.

Market Analysis

There is a high demand for the products in the Montana region, due to the extreme weather conditions in the area. **Footware** also released a sneakers line specially made to withstand unexpected weather conditions.

Buyer Persona

Kirsten Willoughby is a 20-year-old from Bozeman, Montana. She helps run the family business and is looking for a sneakers model that would fit her on-the-go lifestyle as well as the extreme weather changes in her area.

SWOT Analysis

METRICS	GLORIOUS KICKS	FOOTWARE
Strengths	Its products’ durability and all-around protection	Durable products
Weaknesses	A limited selection of products	Expensive products
Opportunities	More regions are experiencing extreme weather conditions.	More regions are experiencing extreme weather conditions.
Threats	Well-known brands are coming up with their own line of sneakers made for extreme weather conditions.	The emergence of competitors offering the same products at affordable prices

Projected Loss & Profit Statement

DESCRIPTION	YEAR 1	YEAR 2
Sales	\$60,000.00	\$80,000.00
Cost of Sales	\$20,000.00	\$30,000.00
Gross Profit	\$40,000.00	\$50,000.00
Total Expenses	\$15,000.00	\$20,000.00
Net Profit (Loss)	\$25,000.00	\$30,000.00

Conclusion & Recommendations

The company’s target market is comprised of men and women aged 18 and above from areas with extreme weather conditions. **Glorious Kicks** must expand its customer base to other regions with similar weather conditions. By the end of two years, its revenue will be \$80,000 in sales and \$30,000 in net profit.