

**Name of the Product:** Chamilles

**Introduction to Product:**

As a teenage girl, there is so much pressure to keep up with the current fashion trends. We are expected to buy expensive shoes and clothes just to be included. After buying so many pairs of shoes, you eventually run out of money and closet space. Due to this issue, we have developed the idea of Chamilles. Chamilles are sandals with interchangeable, replaceable, snap-on straps. Many people wear sandals now, but one pair of sandals can only match so many outfits. Our solution to this fashion dilemma is to have sandals with interchangeable straps, so that one pair of sandals will match any outfit. The design of these shoes is simple. The shoes are a pair of high-quality sandals with a comfortable sole that forms to your foot. On the side of the sandals where other companies permanently glue down their straps, we have snaps so that you can snap on and off whatever straps you like. Our sandals will come in sizes for everyone. We will have children's, men's, and women's sizes. Our soles are made to be the most comfortable, durable, and environmentally friendly. The straps will be made out of either leather or polyester webbing. If the straps are leather, the designs will be either two or three straps of different patterns. If the straps are polyester webbing, then there will be different prints or patterns of different colors. After purchasing one pair of sandals with the straps of your choosing, you won't have to buy another pair of shoes. All that is necessary after the initial purchase is the interchangeable straps. Dozens of straps designs will be available for purchase and for the fraction of the price that regular sandals are sold for.

**Description of the Market(s) for the Product or Service:**

Chamilles would be started through the retail market. The sandals would primarily be targeted towards adventurous sandal wearers. Our hope is that there will be a wide variety of sandals that can be marketed to the whole family. Chamilles will first be sold in the United States and once popularity is gained at this level the plan is to expand globally. These sandals would appeal to consumers because of the versatility offered in this single footwear product. These shoes will allow customers to expand their options without filling their closet. Our shoes will reach customers through department stores and online. With the several different options offered, customers will be able to find exactly what fits their needs when choosing which sandal to purchase. The multitude of options sales and profits will be much larger. This line of sandals will dominate and revitalize the footwear industry.

**Marketing Plan for Customer Acquisition:**

In order to gain the awareness we need to sell Chamilles, we plan to market through social media, travelling to fairs, and word of mouth. Chamilles plans on using platforms such as Facebook and Instagram to promote our shoes. These apps are popular among both adults and teenagers. Advertisements for our shoes can be purchased to be placed on people's feed and timelines. The ads will be targeted towards people who are more likely to buy our shoes. This target includes females and adventurous people who live in warmer areas. Travelling to craft fairs and such is next method of marketing. We can travel all over to shows where people sell their homemade products or the products of companies they work for. We can show off our sandals and gain awareness through this process. At these shows, people can see Chamilles and

tell others about them. Word of mouth is one of the best ways to get a product around. As soon as a product gains popularity, everyone is talking about it and aware. After a few good reviews on our shoes, people all over will have heard of or seen our new sandal and be interested in buying a pair.

**Financial Plan:**

Our goal for Chamilles is to have them sold at shoe stores that sell quality footwear and have a good name for themselves. A pair of sandals in kids' sizes would be \$90. A pair of Chamilles in both women's and men's sizes will be \$115. The straps sold separately range from \$12-\$18. One pair of sandals is the sole design that goes with any strap, and a pair of basic straps, either leather or polyester webbing. The soles are going to be made entirely out of recycled materials, mostly rubber or plastic products, and made to be durable through all types of terrain. The production cost of just the sole will cost roughly \$15 per pair, largely due to the fact that they are made out of recycled materials. The heavy-duty snaps we are using to attach straps will only cost \$0.10. The straps will cost about \$3 per pair as well, but vary on whether or not the material is polyester webbing or leather. The total production cost to make one pair of shoes is roughly \$18.10. When we sell the shoes, the profit margin will be huge, but we need to make enough profit to be successful and keep our company afloat with operating costs. Our initial budget will be around \$20,000. In order to break even, we will need to sell around 1000 pairs of sandals. This will equal the amount it takes to produce that many pairs, but after 1000, we will be profiting. Another thing to be taken into account is advertising, which we have \$7000 put aside for. The majority of the money needed to start our sales will come from investors to whom we propose our idea.