

Shoes for Pleasure: Shop India

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You are the V.P. of Marketing for your company, *Shoes for Pleasure (SFP)*. SFP manufactures high quality shoes for women. The company only makes this product line available in its own chain of retail stores, also called, *Shoes for Pleasure*. The stores are located throughout Canada and the U.S. The company also sells men's and children's high quality shoes in all of its stores; however, these product lines are produced by other manufacturers.

Recently, you have seen many news stories about the growing consumer market in India for high quality products. While the population of India is very large and quite impoverished, more and more consumers have the desire and the disposable income to purchase high quality products. You decide this is good opportunity to consider the global market as a route to market expansion. Since 'feet are feet,' no matter where one lives, you plan to sell the same products in this new market.

The first task, of course, is to investigate this market opportunity in a little more detail. Library/literature research is definitely required. Other sources of information may also be useful.

Questions:

1. Based on the information provided, identify all of the relevant marketing concepts. Explain how each concept is relevant to this situation.
2. What marketing term applies to the library/literature search activity you need to carry out? Explain.
3. Go to the CIA Factbook and provide a summary description of the population and country characteristics that would be relevant to this situation:

<https://www.cia.gov/library/publications/the-world-factbook/index.html>

4. Based on your extensive library/literature research, what is your recommendation? Explain.