# The Boot Shop



*Presented By :*

RAM MARKETING



# Problem Identification

**How can you position and optimize The Boot Shop in the everchanging market to continue to scale the brand's legacy?**

# Situation Analysis

| | | |
|---|---|---|
| S | STRENGTHS | • Shopify Store<br>• Sell premium brands |
| W | WEAKNESSES | • E-Commerce only 1% of sales<br>• Target market aging ouy<br>• Low product breadth/width |
| O | OPPORTUNITIES | • Capture new demographic<br>• Consumers looking for other items |
| T | THREATS | • Disposable income<br>• Overshadowed by competition |

# Objectives

1

**Increase Sales Revenue**

2

**Raise Conversion Rate**

3

**Increase Repeat Purchases**

# Alternatives

| RAM MARKETING | ***Digital Campaign*** | ***Loyalty Program*** | ***Shopify*** |
|---|---|---|---|
| | Brand associations<br>Awareness<br>Meta Targeted Ads | Increases lifetime value<br>Omni channel | Eliminate Downtown store<br>Online exclusive (testing)<br>Email drip campaign |
| Increase Sales Revenue | ☑ | ☑ | ☑ |
| Raise Conversion Rate | ☑ | ☒ | ☑ |
| Increase Repeat Purchases | ☒ | ☑ | ☑ |

# Recommendation

Close the Downtown location to focus on the Mall store and online channel.

# Implementation Plan

| | | |
|---|---|---|
| 1 | **Store Closure**<br>*1 month* | • Manage inventory<br>• Markdown extra product |
| 2 | **Shopify**<br>*2 weeks* | • Optimize e-commerce site<br>• Develop drip campaign |
| 3 | **Public Launch** | • Online ads for Shopify store<br>• Grand re-opening of Pen Centre Mall Location |
| 4 | **Evaluation**<br>*1 month* | • Evaluate a/b test results<br>• Monitor key metrics for email/shopify |