

## Business Studies Transition Project

### BTEC and A Level

'Progress Ahead' buyers want to know why they should stock your shoe design. You intend to submit a proposal for your product. Your proposal should contain:

- Details of your shoe design
- Your brand identity
- Your pricing recommendation
- A proposed promotional plan

You will also need to **develop a brand identity and promotional plan to target a customer.**

- Create a suitable brand logo
- State sponsorships or celebrity endorsements
- Unique Selling Point

Use the attached planning sheet and shoe template to create your branded shoe and detail how you will approach the marketing mix of your product.

<b>Name of Brand</b>	
<b>Type of shoes created (sports? Casual? Trainers? Etc.)</b>	
<b>What will be the Unique Selling Points of your Shoe?</b>	
<b>How will your Unique Selling Point attract a particular target market?</b>	
<b>What methods will you use to incorporate a brand identity?</b>  <b>Explain how you might use the following:</b> <ul style="list-style-type: none"> <li>• <b>Celebrity Endorsements</b></li> <li>• <b>Sponsorships</b></li> <li>• <b>Mascots</b></li> <li>• <b>Motto</b></li> <li>• <b>Logo</b></li> </ul>	

**How will you price the branded product? Give an example of what price ranges you are aiming for and explain why you have chosen it.**

**How will you approach the promotional aspect of your brand? Talk about:**

- **Types of advertisements**
- **Social Media**
- **Public Relation Events**

**Where will you distribute the brand? Talk about:**

- **Are you supplying the products yourself?**
- **Are you using different chains of shops on the high street?**
- **Are you going to use online shopping?**

**Explain clearly why you are going to use the distribution channel that you have selected.**

