



CONVERSE[®]

Market research

Converse History



- At age 47, Marquis Mills Converse, who was previously a manager at a footwear manufacturing firm, opened the Converse Rubber Shoe Company in February 1908 in Malden, Massachusetts. The company was a rubber shoe manufacturer, providing winterized rubber soled footwear for men, women, and children. By 1910, Converse was producing shoes daily, but it was not until 1915 that the company began manufacturing athletic shoes.



*Marquis M.
Converse*

Age breakdown of customers

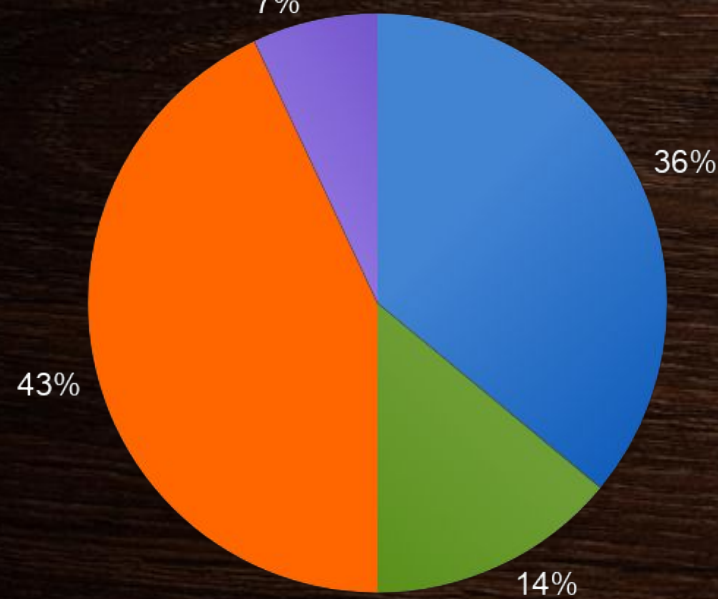


■ 60 ■ 17-2 ■ 24-35 ■ 36-60

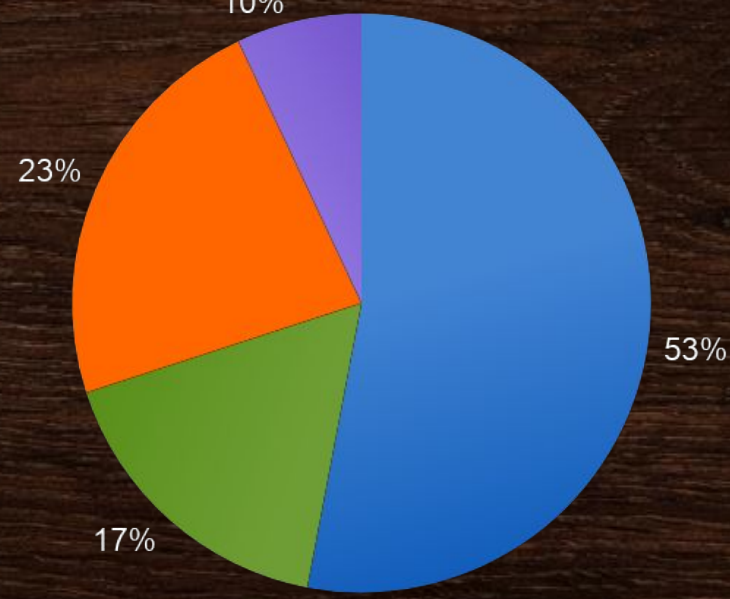
+ 4
1920-1940

1940 - 1960

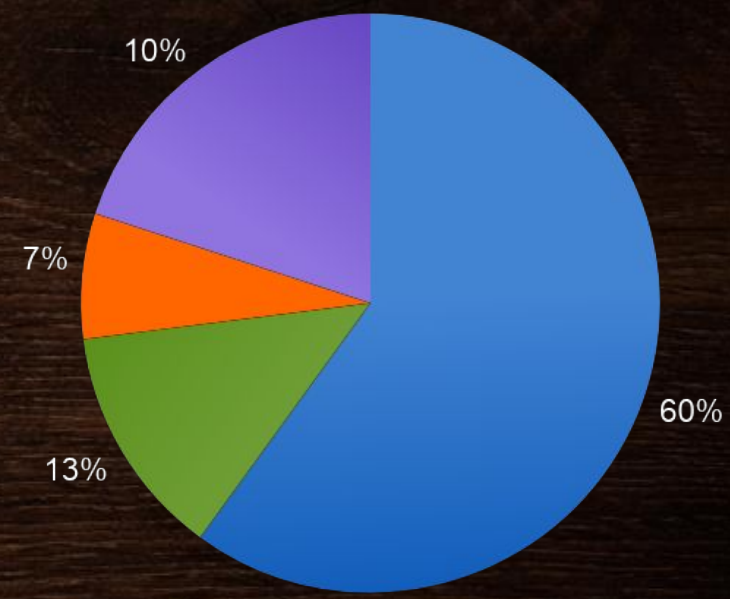
1960 - 2017



■ 36% ■ 14% ■ 43% ■ 7%



■ 53% ■ 17% ■ 23% ■ 10%



■ 60% ■ 13% ■ 7% ■ 10%

Recent market research



Question	Agree	Disagree	Don't know
Converse is a well known brand	60	10	30
Converse is taking a big part of a shoe market	50	40	10
I'd like to change my current shoes to Converse	45	15	40
Converse is a good choice for teenagers	80	5	15
Converse is making a high-quality shoes	75	15	10

Chuck 70 Pony Hair High Top – that's what we proud of.



Glossy faux pony hair brings a new element of style to the iconic Chuck 70, dressed in bold black, camouflage and giraffe prints. Paired with premium materials like an extra cushy insole and ultra-durable reinforced stitching, they're the best ever.

The way of Advertising.



CONVERSE

We are going to use target ads, when person is searching for a new sneakers our ad will pop up telling him that he can purchase sneakers made by Converse. We think that this is the best way of advertising, because we have a person interested in buying new shoes and there's our ad that tells him that he can buy our sneakers. Simple.



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Special offers and collaborations



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Another way to attract people is special offers and collaborations with famous brands. Bundles including some gifts and exclusive content, people usually want to have something unique, something special that will emphasize their uniqueness.



Places to buy Converse Chuck 70 Pony Hair High Top



We will sell them in official Converse Stores, it will be their exclusive, also, you will be sure that you bought the original sneakers, not the fake ones. Every customer is important for us, and you can be sure that we will give you best service we can!

