**Sneaker Brokering Service**

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**What**

My service is basically a sneaker shopping service for local people in Halifax region. Limited and luxury Sneakers are getting more and more popular among both teenagers and adults. So many people love sneakers but they can not afford the high price. My service is to help people find the lowest price in all Sneaker shopping websites and find authentic pairs for customers who need sneakers. The total cost of placing an order is the price of the shoe and $15 service fee.

**Who**

Sneaker brokering service is all established by myself because I have a lot of sneaker collections at home. I find that working individually can avoid conflicts between partners. I am able to verify the authenticity of shoes and point out the flaws on the shoe. Furthermore, I have know some shoe retailers in both China and Canada, they can provide me super limited shoes with acceptable price.

**Why**

I am proposing the sneaker brokering service because sneaker market structure is not as simple as few years ago. There is a Grey market for sneakers now, when it comes to sneaker community, authenticity is everything. Authenticity is very sensitive topic among all sneaker fans, fake shoes have been sold everywhere. I would like to see everyone can purchase real shoes from me. Another reason I do this because sneaker fans are usually around the same age as me, to have this business is also a good chance to know more friends who have the same hobby in Halifax. There are only one Sneaker store in Halifax, The Courtside Sneakers. The shoes there are nice, but most of the models there are old and normal. Many of my friends complained that they can not find any limited sneakers in Halifax, I can run this business to help them.

**Where**

Sneaker brokering service can be done through internet, I will post advertisement online and anyone who need the service can call my phone or contact me on Instagram. Contact me any time clients need. Shoes will be completely checked in my house and I will do delivery for client.

**When**

I will begin the service on September 27, 2018 and finish it on September 29, 2018. The task I need to work on is that the price of the shoe may fluctuate everyday, the price might be the lowest on that day, but the price could be few dollars up or down on the other day. I need to make sure that all the clients understand this point and accept this truth.

**How**

To letting more people know my service, I decide to hand out my card and advertisement sheet to students around Dalhousie and SMU campus, most of my clients will be at the age between 18 to 30. My Marketing strategy is to let customer know that I am not selling shoes, I am sharing sneaker culture and making friends. Clients who hold my card and advertisement sheet can get extra $3 discount on service fee. After customer placed the order, I will contact the sneaker groups in my applications and they will provide me the price of the shoe, I will compare the price they gave me and the price on the website, lower price will be chosen. After I received the sneaker, I will carefully check is there any quality problem with the shoe, and check the authenticity of the shoe. If I can not tell, I will take picture of the shoes and the bar code then send these photos to the authenticity test APP.

**How much**

The start-up cost is low so I only need to do financial prepare for printing advertisement and making cards. The potential cost should be the service fee earned by selling shoes, the potential cost would be the cost of gas for delivery and cost of advertising. So the potential cost is $20 printing fee on printing flyers.

**Idea Correction**

I should be more active on advertisement, because I think I need more efficient way to attract customers. I have posted my name and my service on Kijiji and Facebook, I ask some of my friend to forward these to their Facebook so that more people could see. And the delivery service provided by me is not clear enough, because some people in Bridgewater want me to do delivery, so I need to set up a range for delivery service. I can do free delivery within 10 km, $1 for extra 5 km. The delivery policy is more appropriate now.

Mini Venture

The Mini-Venture is to design a good or service with low capital to make profit. I choose to bring people service because the start up cost of service are usually much lower than selling product. For my mini-venture I provide a service of Sneaker Brokering service, the service can be provided to anyone who need a pair of shoes. I can help them to find discount styles and limited styles with $15 service fee. The local sneaker market are so under-developed, so that so many people have their ideal sneakers but they could not find it. The service I provide is to help sneaker buyers to find almost any kind of shoes they want, and try to satisfy them all by providing good service.

The venture is not easily finished because and made me felt that simple business is not that easy to be profitable. The revenue of service provided by me is clearly structured because my revenue is the total service fee and delivery fee, it did make profit, but no a lot. Another reason I chose this service because I am not a person who love telling and showing the function to people in public, I prefer to do every thing at home and have more interaction with computer. At first when I’ve heard about the assignment I thought it should be very easy for everyone because to come up with an idea is not a hard thing. But after I started to working on it, it became extremely difficult, first I need to have unique ideas, so that I can deliver superior value to customer. Service like food delivery or grocery delivery is not on my list at all because these services are so normal, which means there could be so many competitors who provide better service than me. I have done some competitor analysis before I decide to do my service, for sneaker shopping field, there are few websites, StockX, Goat, Haven are top three of sneaker shopping online service, they provide authentic and limited edition sneakers, I have noticed that their prices are different in small range, more difference on more expensive shoes. It’s really enjoyable to know more market analysis on sneakers. The venture require good business knowledge in many aspect, because to run a small capital business, I have to play the role of both boss and staff, to organize and marketing become very difficult. It is a challenge because selling service is different from selling product. Selling product make customers feel that they can get something after paying the money but selling service is just to sell something actually invisible, so the Mini Venture is a challenge for my sale technique. I previously have some great deals of sneaker selling, so I can develop my sale skill during the Mini Venture.

I have done a lot of participation before I started doing my business, because I believe that good preparation can bring good outcomes. The main thing I do is to target my customer group, I need to find a group of people who love and enjoy buying sneakers, the group of people was targeted demographically around 18-30 are the main group of sneaker buyers. Once customer has been targeted, I went to talk to some of my friend to make sure that the plan can satisfy most of them. I went to talk to them because business need reflection and comment, I need to be familiar with the market so I can take on actions later.

I have designed the advertisement sheet like flyers for the service, the design is really simple, because the design should be easy to read and straight to the topic. And because of the increasing use of facebook and Instagram, I decided to send out some information on those applications, post advertisement on these apps are more efficient than hand out to strangers.

There were a lot of client send friend request to me and a lot of them are interested in my service, I’ve learned that i need to be super patient to customers because some of them are very sensitive and sometimes I cannot express my idea like local people because of my English level, so I need to make sure every word I reply to them are correct and clear. The most asked question is about authentic, because there are so many fake shoes all around the world, some of these fake shoes look so real and the quality is so good. Then I tell them there are two things I can make sure, one thing is that my service is to find the cheapest price from those sneaker market or sneaker shop website, not go to kijiji or used good market to find some shoes with no authentic guarantee. Then there is a client decide to place an order on “YEEZY 500”，he did trust me a lot, he is a second year student in Smu, he love buying shoes since he was in middle school. We have talked a lot about stories of buying and selling shoes, then he referred me to one of his best friends. It’s really nice to be trusted by someone actually you have never met before. In the past, I am not a person who really love making a lot of friends, but now I have learned the importance of knowing more friends, no matter in business or in daily life.

More and more client contacted me through Instagram and facebook, they hope I could find shoes they really want, during the 2 day period, there are 48 client have contacted me and 5 of them choose to buy shoes from me. Actually I am satisfied about the sales amount, the hardest thing is to convince the customer and make sure that they trust me.

For the marketing strategy, I gave promotion on the service fee. People who hold the copy or the screenshot of my advertisement can get $5 off on the service fee. Almost every business need promotion to increase sales and attract more customers. I tried to bring customer an idea that buying shoes from me is not just buying shoes, it’s buying stories and making friends. To deliver the value of my service and to bring them superior product is the thing I’ve done during the two-day business and I started aware that I love work in sales, because the core idea of sales is to convince people, I really enjoy the process. For the post purchase services I provide, is free delivery with 5 kms in downtown Halifax, most of buyers within these 2 days live in downtown, one of them lives in Bedford, so that I did extra charge him on delivery fee.

In these two days, I have sold 5 pairs of shoes to clients, 2 of the buyers are my friend, and 3 of them found information online and contacted me to place orders.

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|  | Purchase From | Market price | My price | Service fee+gas |
| Yeezy 700 | StockX | $600 | $560 | $15 |
| Air Jordan 4 motor | Goat | $280 | $250 | $15 |
| Yeezy 700 | Goat | $600 | $560 | $10 |
| Yeezy 350 Triple white | Adidas.ca | $340 | $340 | $15 |
| Vapormax OFF-White | Haven | $1200 | $1080 | $19 |

From the two day venture, I have practiced my sales skill, my marketing skill, because to provide a service, these two things are probably the most important thing, and I did make profit on these 5 pairs of shoes, the revenue of service fee is $74, the gross profit should be around $50 dollars because there are $15 printing fee and around $10 gas fee on free delivery. I am really satisfied by the profit and the process, and I believe it would help after my course or having a business.

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| Sale | $74 |
| Printing | $15 |
| Delivery gas fee | $10 |
| Profit | $49 |

