



Executive Summary

The protective footwear industry in New Zealand has a growing demand for innovated new products that satisfy consumer needs and comply with NZ safety standards.

In this report you will find an overview of a new brand of protective footwear, 'WORKIZ'.

During the development stages of the marketing campaign we researched and analysed the target audience, market dimensions and industry competitors as well as the distribution and marketing channels.

With innovative new technology, we have created a work boot of the highest quality, comfort, hygiene and protection, designed specifically for the hardest working industries.

With more than 20 competitors in the protective footwear market, WORKIZ brings a new product into a well-established market, competing with many known brands. However with the combination of unique materials and superior construction, as well as offering the option customised business branding, WORKIZ boots will lead the market.

The protective footwear market in New Zealand is worth almost \$60 million per year and is expected to grow by over 10% by 2015. With an aggressive penetration pricing strategy we expect to gain a 7% market share in the first trading year.

By distributing through established trade suppliers and safety stores we are ensuring that WORKIZ boots will be readily available to our target market.

Our marketing strategy is focused on promoting the WORKIZ brand in a professional and appealing manner. From our target market analysis we have identified the most effective media channels to be; point of sale advertising, online, print media, word of mouth and radio.

WORKIZ boots are targeted to a specific niche market that may not identify with the Crocs brand image. For this reason Crocs branding has not been incorporated into the WORKIZ marketing strategy.



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1.0 What Is WORKIZ?

WORKIZ are a purpose made work boot designed specifically for workers in the agriculture and farming, factory, construction and trade industries.

WORKIZ boots offer workers the highest degree of foot comfort, safety, protection and hygiene in any work boot available on the market today.

WORKIZ boots are constructed from a molded 'Croslite' lower, incorporating Carbon Fibre toe and heel caps, with a double stitched, Croslite and Kevlar meshed upper.

This revolutionary combination of materials allows for an ultra lightweight work boot that is virtually indestructible, but is also extremely comfortable and hygienic with its ability to absorb impact and neutralize odors.



1.1 Product Features

Everything Proof Materials



- Innovative Croslite, Kevlar and Carbon Fibre construction make WORKIZ boots lightweight, breathable and virtually indestructible.
- Water, fire, heat resistant and penetration proof ensures feet will be fully protected in any work situation.
- Oil, fuel, lubricant and odour resistance keeps WORKIZ boots looking and smelling like new.
- A removable, washable inner ensures WORKIZ feet are always kept clean and healthy.

Stronger Construction



- Stitched and glued, rubber moulded construction provides the ultimate in strength and durability.
- Carbon Fibre toe and back tested to 300 Joule, offers uncompromising foot protection.

Sleek Design



- Ergonomic design provides the best in looks and style.
- A stretch mesh collar creates a secure fit, yet allows for easy on/off.
- Cushioned innersole, fully lined and insulated for the highest level in comfort.
- 6 colour options to personalise the boot to the person or company.
- Men's and Women's sizes from 5 – 14.

Better Grip



- Chunky super-grip sole ensures the ultimate in traction and safety
- A heat, fire and stain resistant sole means WORKIZ boots can tackle any job, inside or out.



1.2 WORKIZ Branding

Although WORKIZ corporate brand Crocs, is a very well established and recognised brand, the image of Crocs is not in fitting with the rough and rugged market that WORKIZ target to. Credibility and believability are two very important factors when entering a market such as the protective footwear market. Because of these factors a unique brand name was developed in order to market Crocs' innovative new work boot range. Crocs branding does not appear on any WORKIZ products or in any marketing activities.

1.2.a Brand Name

The brand name 'WORKIZ' was developed to create a direct association to the products target audience, workers in the agriculture and farming, factory, construction and trade industries. These industry workers are able to make an immediate connection when first introduced to the brand by associating themselves as workers, or WORKIZ. The 'IZ' in the spelling of workers was used to add a quirky difference to the brand name, as well as playing on the words 'work is', meaning "work is" WORKIZ boots.

1.2.b Logo



Two logos were developed to identify the brand in marketing activities, with the first (rectangular) being the main logo for use in all printed and online material, and the second (diamond) being developed as an alternative option. The diamond logo features at the back of every WORKIZ boot.

- The colours orange and black are synonymous with the safety industry so were chosen to symbolize and connect with this industry.
- The prominent 'Gill Sans Ultra Bold' font is used to represent the strong uncompromising image of WORKIZ boots.
- The WORKIZ Rhino, running and gritting its teeth symbolises WORKIZ no-nonsense hard working attitude. The physical stature and strength of the rhino, with its tough armour like skin represents WORKIZ innovative, virtually indestructible construction.



At the same time the WORKIZ Rhino, with its orange colour and exaggerated animated appearance has a cute and fun side. This ties in with Crocs corporate brand image as well as appealing to female consumers.

- The tag line 'Strides Ahead Of The Rest' supports WORKIZ brand positioning as the industry leader in innovation and service.
- The logo has been 3D'd to give it a modern edgy look.

1.3 Brand Positioning

WORKIZ boots take some direction from its corporate parent brand, being positioned as the new innovators in the protective footwear market, offering a fun and colourful work boot of unrivalled quality, safety and comfort. (Crocs Company Site, N.D)

With six colours, customisation options and men and women's boots sized from 5-14, WORKIZ are the industry leaders in innovation and service.

1.4 Positioning Statement

WORKIZ: Leading brand in innovation, quality and safety in the protective footwear industry. The premium work boot offering value, comfort, design and colour to the hardest working professionals.

2.0 Competitors

2.1 WORKIZ Competitive Advantage

The work boot market is highly competitive in New Zealand with five main companies distributing more than 20 work boot brands to almost 250 trade industry stores.

It is important when entering into a highly competitive market to establish a point of difference or a competitive advantage, portraying unique consumer benefits.

WORKIZ boots differ from every other specialty work boot on the market by offering a unique Croslite, Kevlar and Carbon Fibre construction that not only delivers unrivalled foot protection, but is also ultra hygienic and lightweight.

WORKIZ boots are available in more colours than any other work boot and are customisable, with the option of ordering online with company colours and/or logo.



With a launch price of \$139 per pair WORKIZ boots represent the best value for money in the market today.

3.0 Market

In this section, we will look at the overall market including our target audience, as well as the estimated market dimensions.

3.1 Market Overview

Based on assumptions made from a target market survey, as well as secondary research, we estimate the protective footwear market in New Zealand to be worth approximately \$59,640,000 (2010). Further growth within the target market will see this figure grow to approximately \$66,380,000 by 2015.

Protective footwear consumers on average replace their work boots every 1.34 years, and spend on average \$140.90 per pair. Quality and comfort rated as the most important product attributes when purchasing work boots, and safety shops and trade stores account for 82% of work boots sales.

3.2 Target Audience

WORKIZ target audience has been identified to be construction, agriculture and farming, trade and factory workers aged from 15 years and over. This consumer group can be further segmented into age groups. Each of these market segments displays different needs and wants, attitudes, habits and thinking in relation to protective footwear products.

The market segments can be defined as follows:

- Workers aged 15 – 19 years:
Workers in this segment are young, trendy and are generally influenced by peers regarding their purchasing decisions; some may not have a choice in purchasing decisions.
- Workers aged 20 – 29 years:
Workers in this market segment make their own purchasing decisions and are likely to experiment more with the different products available.
- Workers 30 – 49 years:
Workers in this market segment have experience in choosing work boots and are likely to know what they like. They have experimented with different brands and products and have formed opinions on the choices available. This market segment may also have an influence over the 15 – 19 year old consumers, so is considered to be a key target segment.



- Workers aged 50 years and older:
Workers in this market segment may be more sceptical and less likely to invite change. However, there is still demand seen for an innovative new product.

3.3 Market Dimensions

In order to estimate the size of the protective footwear market in New Zealand, we have analysed statistics released by the Department of Labour. By looking at employment numbers in industries we know to have health and safety requirements (include PPE gear such as work boots) we are able to gage the size of this market.

In 2010, the total number of workers employed in our target industries was 567,400. This number is forecast to grow to 631,500 workers by 2015. Of those employed in 2010, 73% were Male, and 51% were aged 30 – 49 years.

Industries	Estimate 2010	Forecast 2015	Forecast change
Construction	165700	185500	19800
Agriculture and Farming	144800	162300	17500
Trade Services	139600	149000	9400
Factory	117300	134700	17400
Total	567400	631500	64100

(Figure 1: Number of workers employed in WORKIZ four target industries. (Department of Labour, N.D)

Age Totals of All Industries	Male	Female
15-19	4%	1%
20-24	6%	2%
25-29	6%	3%
30-34	8%	3%
35-39	9%	4%
40-44	10%	4%
45-49	9%	4%
50-54	8%	3%
55-59	7%	2%
60-64	4%	1%
65+	3%	1%
Total Age %	73%	27%

(Figure 2: Number of workers employed by age and sex. (Department of Labour, N.D)

WORKIZ boots would primarily be targeted to workers aged 20-49, as these two market segments account for 68% of the total market (as highlighted above in Red). We therefore estimate there to be 385,832 workers in our primary target market.



3.4 Market Research And Analysis

The primary source of market research used was conducted in an industry survey distributed via Facebook, directly to our target audience. We collected 22 responses over a 14 day period.

Survey results and summary:

Survey questions have been summarised and commented on with our findings, opinions and assumptions.

- 41% of survey respondents were aged 21 - 29 years, the 2nd largest group at 27% were aged 40 - 49 years
(To see graph refer to Appendix B)
- Of the respondents, 59% work full time, and 14% worked part time
(To see graph refer to Appendix C)
- Service trades accounted for 50% of respondent's occupations; the other 9% of respondents defined their occupation as being Biotechnology Technician, Product Developer and Medical Technician.
(To see graph refer to Appendix D)
- Blundstone work boots were the most popular brand, with 27%.
(To see graph refer to Appendix E)
- 64% of survey respondents had worn their work boot brand before.
(To see graph refer to Appendix F)
- Interestingly, 55% of people brought their own work boots. As they are required for work, we assumed more employers would be providing them.
(To see graph refer to Appendix G)
- We have calculated, by taking the middle purchase price of the price range, that the median purchased price of work boots is \$140.90.
(To see graph refer to Appendix H)
- We calculated that the average time between purchasing new work boots was 1.34 years.
(To see graph refer to Appendix I)
- The 2 most common places to buy work boots was at Trade stores and Safety shops (82%).
(To see graph refer to Appendix J)
- 2 most important factors people considered when purchasing their work boots were comfort and quality.
(To see graph refer to Appendix K)
- 73% of workers do not research when purchasing work boots, and were influenced mainly by word of mouth advertising and in-store displays.
(To see graph refer to Appendix L)
- 59% of respondents accredited word of mouth advertising and in-store displays to be the most influential media when purchasing work boots.
(To see graph refer to Appendix M)



- 46% of our respondents felt that there was not enough variety in the work boots available in New Zealand, and would be interested in trying a new innovative product.
(To see graph refer to Appendix N)

Comments from the Survey:

Our market survey included a section where respondents were able to add any comments they felt relevant. Below are their thoughts.

“I prefer Slip-On work boots, but have not found any comfortable sizes (Width)”

“The range of work boots for women in New Zealand is very poor. There needs to be more selection and woman’s sizes”

3.5 Target Market Analysis

Our analysis of the Target Market is basically to look at the results of our survey.

Things that have caught our attention:

- Many workers appear to be brand loyal.
- Word of mouth advertising and in-store displays are the 2 most common methods of advertising.
- TV, radio and billboards played no role in our respondent’s decision making.
- Half of workers surveyed were interested in buying a new innovative work boot.
- Workers felt there was not enough variety of work boots available.
- Only 1 in 4 respondents researched work boots before buying purchasing
- Quality and comfort are the two most important factors in workers purchasing decision.

3.6 Market Opportunities

There is evidence of an opportunity to enter the protective footwear market, as consumers clearly believe there is limited choice, or innovation in the range currently available. If WORKIZ is able to deliver a message to the target audience highlighting its superior product benefits; it will develop long-term loyal customers throughout the entire protective footwear market.



4.0 Pricing

The first step in price planning is to develop pricing objectives. There are five common types of objectives:

- Sales or market share – pricing to increase market share or sales total
- Profit – pricing to reach a \$ total or set to increase profit by x%
- Competitive effect – Alter pricing based on competition in market
- Customer satisfaction – Alter pricing to satisfy customers
- Image enhancement – Pricing based on brand image, general luxury items

4.1 Pricing Objectives

When selecting WORKIZ pricing objectives the following was considered:

- The products quality and competitive advantage.
- What the current market will pay for the product and how often.
- What percentage of the market we truly expected to capture.
- Survival – Must cover fixed and operating costs while developing trust and recognition of the brand.

Our main objective when considering pricing will be to maximize long-term profits:

- Our work boot has a competitive advantage by incorporating features available across the market in the one boot.
- The Crocs brand image is seen as a disadvantage when considering WORKIZ target market. Crocs branding has therefore been distanced from all of WORKIZ marketing activities.
- WORKIZ will enter the market as a new unknown brand in a market of strong, known and trusted competitors.

Estimating Demand

From our market survey results we have identified 567,400 trade industry workers as our target market. Based on the current number of brands sold in the market being 20 we anticipate our market share to be 7% based on our pricing launch strategy.

Using a demand curve graph from our market survey results it highlighted the \$50 - \$100 price range as the most popular. When considering buyers behaviours 'perception' is an important factor. Pricing our product in the most popular bracket of \$50 - \$100 would give our consumers the impression of a low standard of quality boot. Hence our decision to price ourselves at \$159.00 with a soft opening price of \$139.00 RRP.

(See Appendix O for work boot pricing comparisons)



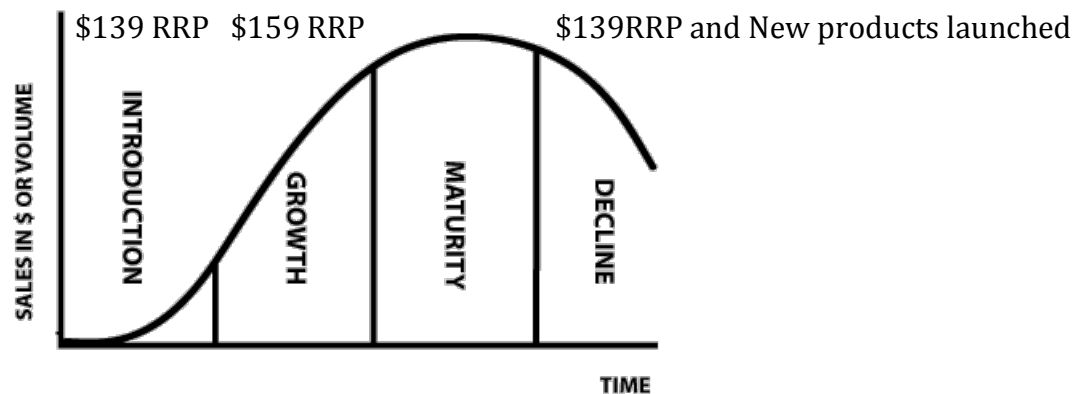
4.2 Pricing Strategy Outlined

A penetration pricing strategy will be used to launch WORKIZ brand into the market.

- Penetration pricing involves the setting of lower, rather than higher prices in order to achieve a large, if not dominant market share.

WORKIZ will go on the market with a promotional opening price of \$139.00 during the introduction stage of WORKIZ product lifecycle for a limited time of one month. The RRP will be \$159.00 once promotional offer expires.

The reasoning behind opening into the market with a low price is to attract consumers to trial WORKIZ. With the customer service and quality of the product we offer, we expect to build a customer base of loyal consumers.



5.0 Distribution

Entering a product into the marketplace requires a distribution strategy that facilitates the movement of the product from the producers to the final customers. (Charbonneau, Chitty, & Stuart, 2009) This is commonly known as one of the four P's from the marketing mix as 'Place'.

5.1 Distribution Strategies Level Of Intensity

The 'Place' or channel, and level of distribution coverage are an essential part of a campaign to consider when launching a new product or service into the market, as distribution creates costs to the organisation. Some expenses such as shipping costs can be passed onto the consumer and incorporated into the price of the goods, but others such as extra salespeople cannot. Therefore an analysis of the benefits (e.g. more sales) versus the cost associated with the gain of benefits is important.



The level of distribution for our new 'WORKIZ' safety work boots will be via selective coverage and limited to the existing channel of industrial safety and trade shops nationwide. The logic behind selective coverage is due to the nature of our product and our target market, which is high quality, specialised work boots for the industrial and trade industries. We will have a display in stores for retail purchasing, as well as online ordering for trade customers who are confident with their size and selection to purchase without physically entering the stores.

Our decision to concentrate our distribution through these specialty stores is also supported by our target market survey analysis that showed that 82% of our target consumers purchase their work boots through safety and trade stores.

The option of distribution through non-industrial shoe retail stores and department stores in the future will be considered if there is change in demand or change of consumer buying behaviour for this product.

There are 5 companies in NZ that distribute protective footwear to the trade industry:

COMPANY NAME	NO. OF RETAIL OUTLETS NATIONWIDE	ONLINE ORDERING FOR TRADE ACCOUNTS	NO. OF WORK BOOT BRANDS SOLD
NZ Safety	48	YES	20
BOC	20	YES	5
Equip Safety	75	YES	2
Snell Packaging	100	YES	6
Safeworx	1	YES	6
TOTAL	244		20

(Figure 3: Companies distributing protective footwear to the trade industry)

In summary we will use a total of 5 distributors with a combined total of 244 outlets Nationwide to launch and sell our WORKIZ brand to the consumer market. We will review sales via region and individual outlets after 3 and 6 months to identify top sales stores and the outline the non-performers to ensure our distribution channels remain active and effective.

The advantages of using this established distribution channel are:

- Consumer buyer behaviour – no change as they already shop there for a range of products that are convenient.
- Consumer education and brand loyalty – safety shops are a trusted supplier of quality products.
- Ease of purchase - consumers can put the purchase on their trade accounts or buy online
- Customer Service - Staff education on products already exists, no need for training



- Exposure - Products will be displayed direct to our target market (focused strategy)
- Product will be amongst the competition, easy for consumers to compare and shop around plus easy for us to monitor competitor activity.

6.0 Advertising

Our marketing strategy is to use an effective advertising and promotional plan that will be used to promote WORKIZ through wholesale and retail channels. Our main objective is to create consumer awareness and understanding of the product benefits that will persuade them into purchasing a pair of our new brand of work boot; WORKIZ.

6.1 Overview

Our strategy is a combination of push and pull as we have two types of customers; business to business and business to consumer. We will use 'push' to communicate from our internal sales team to promote to the wholesalers, who will then promote to the retailers, and then the retailers will further promote to consumers. Use of a 'pull' strategy will be used to target our end users and motivate them to seek our product from the retailer. To achieve this brand and product recognition in the market we will use various forms of advertising and media vehicles to entice and inform the consumers on WORKIZ.

The key elements of our advertising campaign are:

- New and unique product – promote benefits and advantages over competitors
- Strong branding - create brand equity and consumer trust and loyalty
- Positioning – professional image, positive and innovative 'Strides ahead of the rest'
- Clear and consistent message – clear communication to consumer, eliminate confusion
- Aggressive pricing – soft opening price of RRP \$139 for a month, goal of gaining market share then back to normal RRP \$159 Incl GST, which is still competitive.
- In store presence – attractive display, well stocked and high impact, promote brand
- Customised boots – option of company logo branding on boots for bulk orders <20
- Events – product launches at trade shops, social interaction, word of mouth
- Promotion – price offer, quality, warranty and money back guarantee
- Advertising – various media vehicles to engage with wider audience, radio, print, online, in store, direct mail.

Integration – link media sources and timing.



6.2 Media

Our choice of media vehicles has been driven from our target market survey results and demographics of our target audience, predominately males aged 20 – 49 years. These results showed that most effective forms of media that attract our target market are; in store displays, online, print media and most popular word of mouth. We have also decided to trial radio advertising at the time of launch to create extra hype in the market, and promote our distribution channels showing them that we are committed to our business relationship. Our opening promotion offer is a price reduction.

- **In store** – some internal or situational influences may be a barrier here, eg lack of display space however we will provide product display material, and retailers can customise to suit. Our expectation will consist of a full product range on display (including each colour), product features and benefits spec cards, promotion via posters of our special introductory offer, warranty and money back guarantee if unsatisfied. Promotion of our customised logo service to be promoted by flyers at counter and by sales staff.
- **Online** – advertising on distributors and retailers website will commence immediately to promote launch and special introductory price offer of only RRP \$139, valid for one month then back to normal RRP of \$159.

Advertising via full product listings on each of their sites will be on-going promoting brand, price, tagline, colours, product benefits and customised logo option. NZ Safety, BOC, Snell Packaging and Safeworx each have a monthly specials and or promotions pages on their websites, we will feature in each of these regularly. Our own brand website will also promote full range and product benefits and will have a store locator for ease of purchase or direct online purchase. These online orders will be transacted and despatched through the nearest supplier, in case the consumers has any problems they can easily pop in to local branch for advise or exchange of size. This also eliminates the need for us as the manufacturer to have extra resources to facilitate this service.



ANNUAL OCTOBER BIG SALE



nzsafety.co.nz
ONLINE CLEARANCE
Limited stock. Offers updated daily.
Freight Free for clearance stock orders over \$50.00 excluding GST.

PRODUCT	DESCRIPTION	CODE	EXCLUDING GST	PRODUCT	DESCRIPTION	CODE	EXCLUDING GST	PRODUCT	DESCRIPTION	CODE	EXCLUDING GST
	Coverage Lace Up Boot with short Gait	404766	\$55.00		Short Sleeve OSHA, Size: L-4XL	526	\$89.00		Tog 3/4 Boot	406095	\$5.00
	Roadable Black Boat Shoe	404769	\$99.00		Hazard Overalls, Color	404046	\$495		Hutchinson Marine Classic	503046	\$75.00
	Fullback Work Glove	RUFNO	\$3.00		Leather Flogger with 2-handed Cut	402766	\$8.90		Molukko Personal Locking Reaction	406101	\$659.00
	Hercules OUTFIT, Size: M	3035772	\$1.90		Protecta Warm Full Coat Glove	405157	\$490		Torch LED AA Hard Case	402299	\$29.90
	Open Finger Leather Glove, Size: S	3030990	\$3.50		Hercules Full Coat Glove	402856	\$3.90		Africa Clean Pajama	402803	\$13.90
	Open Finger Leather Glove, Size: M	3030991	\$3.50		Avalanche Fight and Resist Hand cleaner 2L	402263	\$6.90		Pocket Eyewash Bottle	404233	\$16.90
	Polyprop Glove, Heavy - Highback	406096	\$3.50		Avalanche Liquid Soap 1L	402230	\$6.90		St John - General First Aid Kit	402277	\$59.90

AVAILABLE ONLINE OR PHONE: 0800 697 233.

- **Print** – use of trade and distributor publications will be the most effective as they will be direct to our audience. NZ Safety, BOC, and Snell packaging produce their own promotions and specials booklet that is distributed via post to all retailers. Our logo and tagline ‘strides ahead of the rest’ will be used for consistency and branding.

EG 1: NZ SAFETY - print a monthly flyer with various supplier specials.

Annual October Sale Dates valid: 1st October 2011 - 31st October 2011



BIG SALE

UP TO 50% OFF
TORNADO WET WEATHER CLOTHING

UP TO 50% OFF
SELECTED SAFETY GLASSES

Polar Fleece Vest

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BUY 2 FOR \$50.00
\$25.00 incl GST
UNDER HALF PRICE

Heron Safety Glasses

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EG 2: BOC NZ –

100th Birthday Bonanza!
See inside for bargains, including some big birthday bonanzas on pages 10-11
PLUS see back page for details on our birthday celebration Trade Day!
WIN THE ULTIMATE Garage Makeover Kit!

PERSONAL PROTECTION

UMATA™ Wide View Safety Goggles
25% OFF
UMATA™ Sprinkle Set
25% OFF
ESCAPE™ Safety Boots
15% OFF
ESCAPE™ Frostbite Gumboots
15% OFF
STEEL BLUE Argyle Lace-up Boots
10% OFF
STEEL BLUE Wazza Lace-up Hiker Boots
10% OFF
BOC Rain Wey Set
35% OFF
3M™ Delloy R10 Series Select Performance Earbuds
20% OFF

There are a few industry magazines that we will also advertise in for the launch of our WORKIZ boots, to create awareness in the relevant industries. Effectiveness will be measured each month by sales and inserts repeated more frequently if sales have peaked due to a call to action advert ' media.

These publications are:

- **Contractor Mag** – voice to civil contractors, subscription and retail, monthly.
- **New Zealand Logger** – leading forestry mag, subscription and retail, monthly
- **New Zealand rural contractor and large-scale farmer** - rural contractors and farming industry, subscription only, 8 issues per year, specialises in latest innovation products.
- **The Shed** – highlights workshops, tools, techniques and latest equipment, targets professionals and handy man, bi-monthly, retails and subscription.
- **Safeguard** – explores all aspects of work place health and safety – bi-monthly, subscription only, 3500 readership, 14,000 circulation nationwide.



- **Events and Word of Mouth Advertising** – Our idea to have product launches at the Safety shops in major cities is to create word of mouth, these can also be repeated at potential business to business customers such as large factories around the country. These breakfast launches will be early in the morning from 6am onwards, which is when most tradesmen visit these store to get supplies for the day. Sales staff will show the product, identify benefits and give away tea, coffee and breakfast. This is a social occasion to educate our consumers on our product in a casual and social environment.
- **Radio** – Suggest radio advertising for the launch of WORKIZ and also when a special edition model is released. Our aim to use a jingle that captures attention and promotes the brand, use of our tagline ‘Strides ahead of the rest’ will also be used for integration. The thinking behind this media form is that most tradesmen have the radio going whilst working. Stations, The Rock, Hauraki, The Edge, Classic Hits, Solid Gold. We have selected these stations based on the demographics of listeners as recommended by Media Works, and Radio Network NZ.

Direct Mail – direct mail with invites consumers to local breakfast product launches in major factories nationwide and to local trade companies.

6.3 Budget And Timing

Media	Type	Timing	Estimated Cost	Estimated Total cost annual
In-store	Point of Sale	Launch and on-going as required	Varies per store	\$25,000
Online	Own website and distributors and retailers	Launch and monthly on-going with specials per store	\$1000 per month + website set up	\$20,000
Print	Trade Mags and distributors flyers	Heavily around launch period and when special edition is released. Flyers monthly.	\$10,000	\$15,000
Events	Major safety shops in Major cities	Launch of product.	Varies per store	\$50,000
Radio	5 station nationwide	Launch for 1 month, peak driving time. Plus special edition releases.	\$20,000	\$30,000
Total				\$140,000



Conclusion

Based on the target market analysis and survey findings, we believe there is demand in the market for an innovative new work boot.

We expect to penetrate the market in the early stages of our campaign due to the unique features of our product and competitive opening pricing strategy.

With options for customised company branding and limited edition boots we will remain fresh and competitive in the market.

Through our focus on customer needs, our strong distribution and service, combined with effective advertising we will build brand awareness and ultimately brand equity.

The WORKIZ brand has aligned itself with the Crocs core corporate principals of fun and innovation, but does not associate directly with the Crocs brand in any marketing activities.

With key product features highlighting comfort, protection, hygiene and durability, WORKIZ will provide a innovative, quality product to the protective footwear industry in New Zealand.



References

Charbonneau, S., Chitty, H., and Stuart, M. (2009). *Marketing, Real People, Real Choices* (New Zealand Adaption ed.). Pearson Education.

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Department of Labour. (N.D). Retrieved September 25, 2011 from http://www.dol.govt.nz/publications/research/growth-employment-opportunities/growth-employment-opportunities_06.asp

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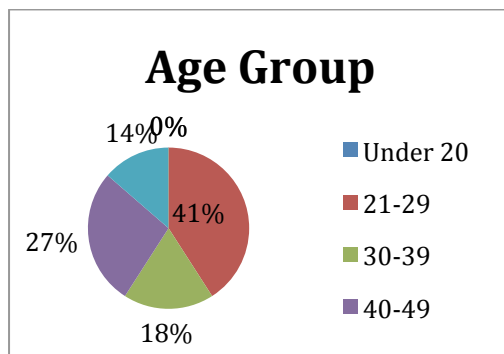


Appendix

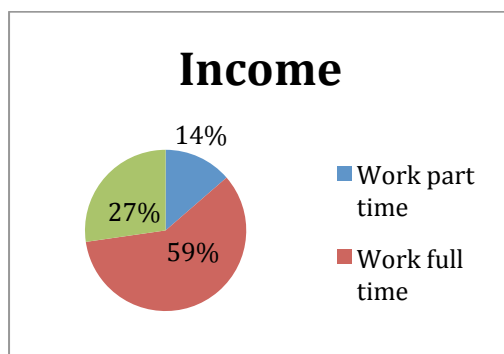
Appendix (A) SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> • Crosslite technology • Crocs industry experience • Crocs capital • Skilled, professional sales staff • Unique innovative product • Multi colour options • Hygienic, healthy materials 	<ul style="list-style-type: none"> • Crocs brand image • Credibility, believability in rubber product 	<ul style="list-style-type: none"> • Niche market • Competitive pricing • Growing market • Co-branding for accessories 	<ul style="list-style-type: none"> • Unknown in the market • Competitive market • Many consumers are brand loyal

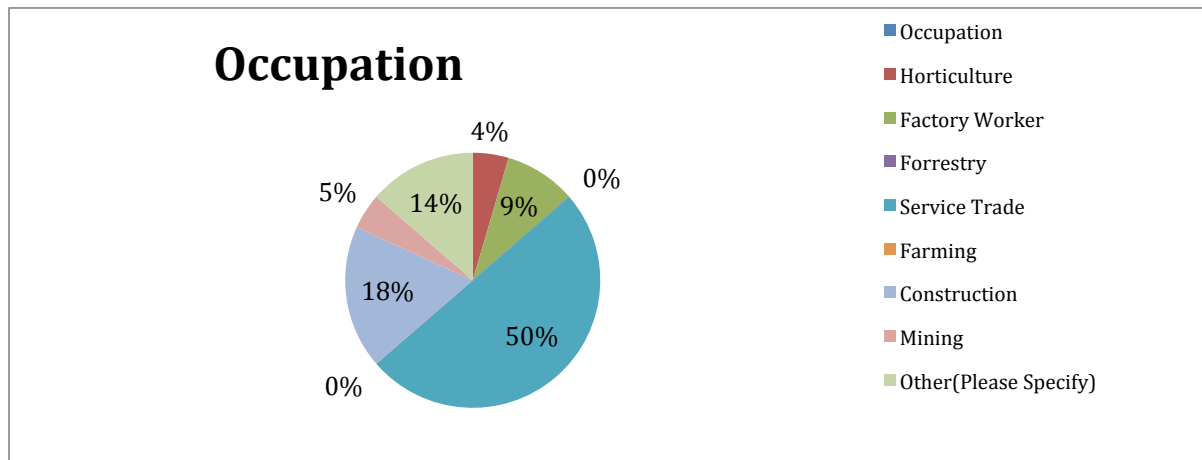
Appendix (B)



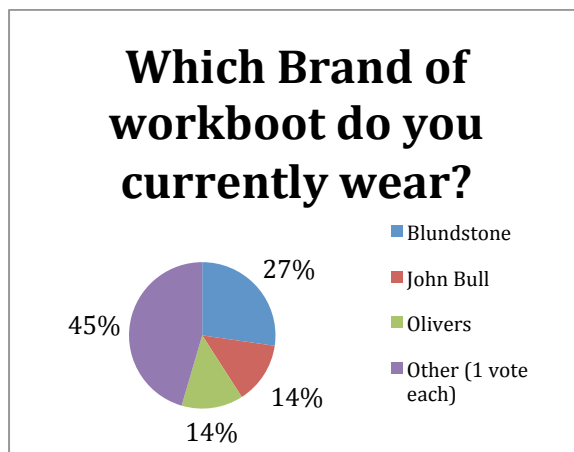
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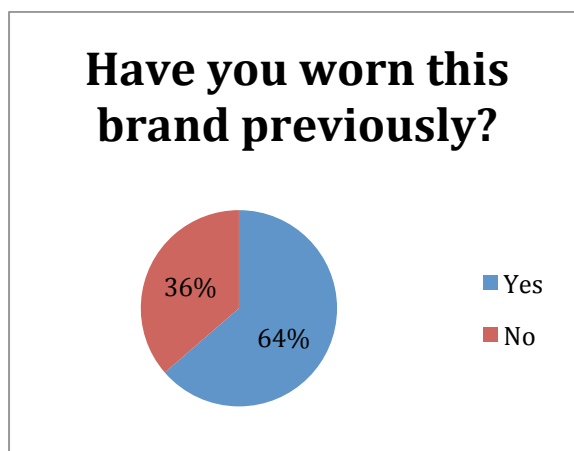
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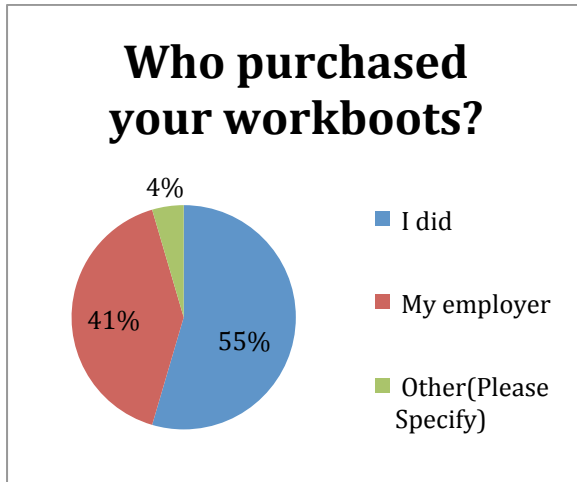
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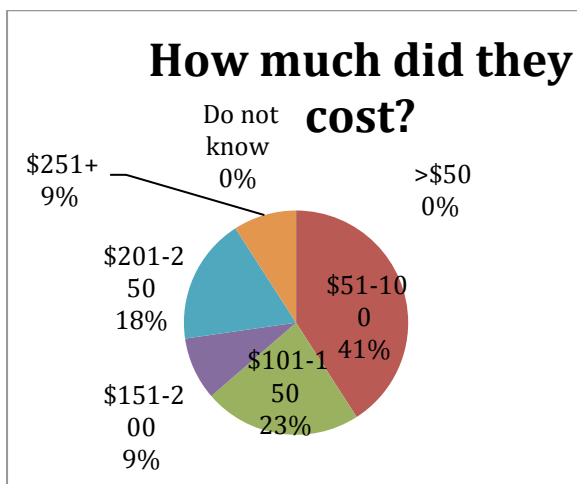
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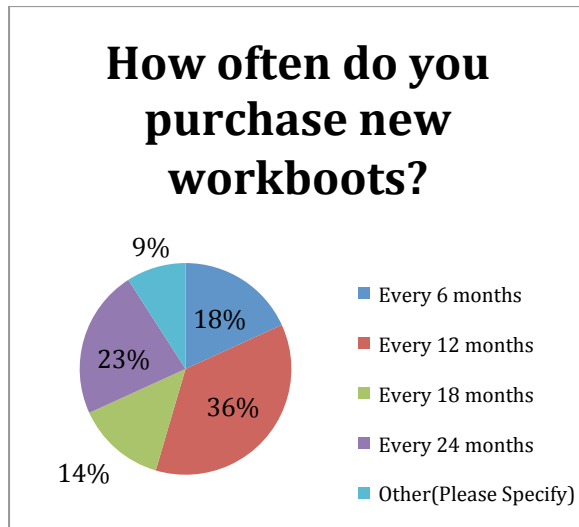
Appendix (G)



Appendix (H)



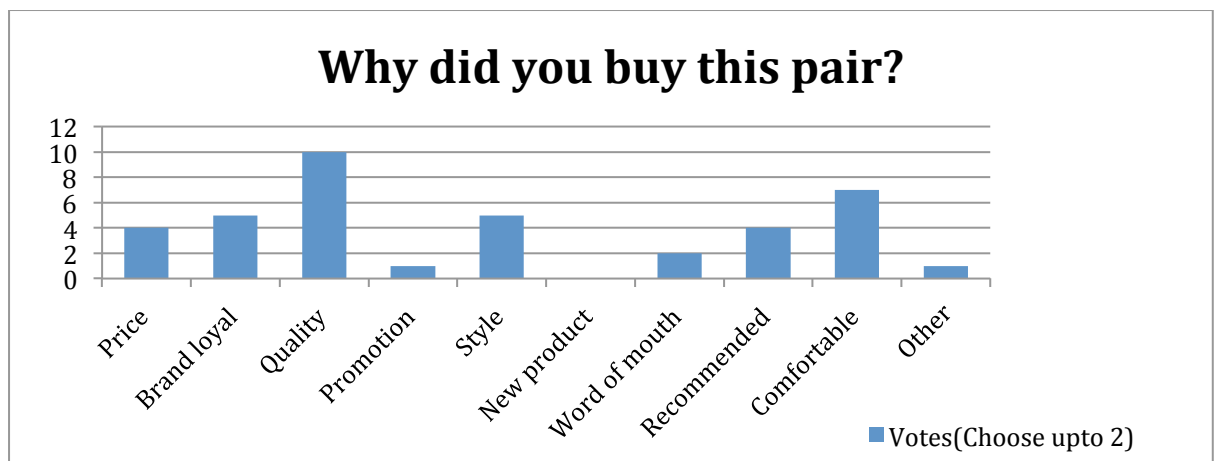
Appendix (I)

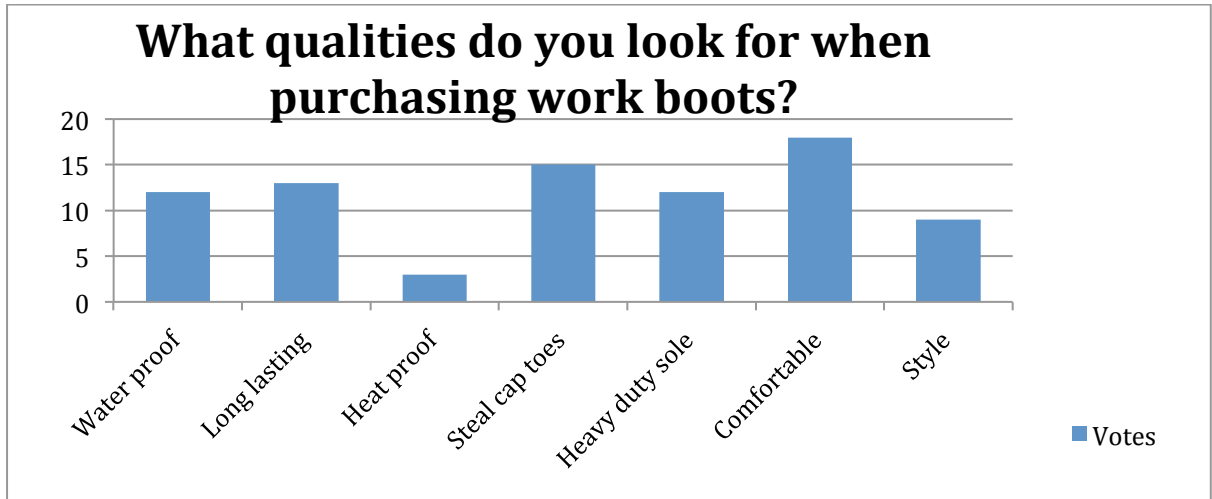


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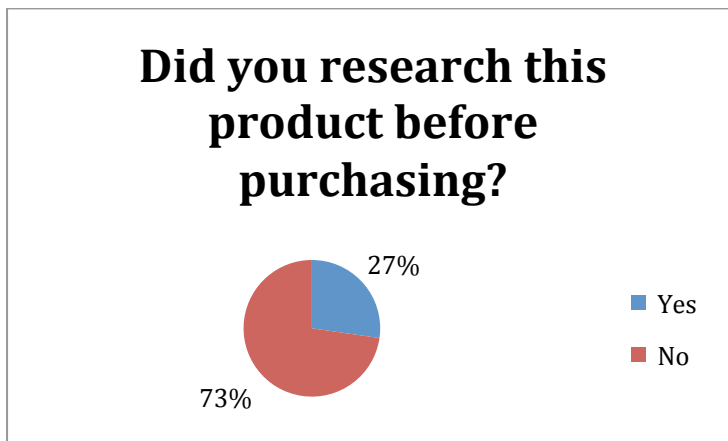


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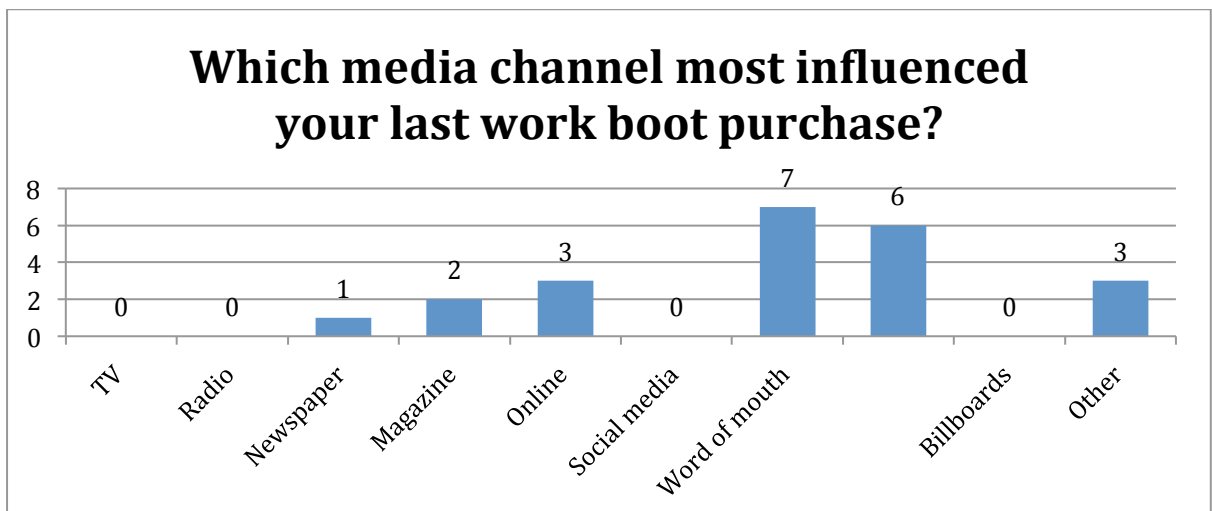




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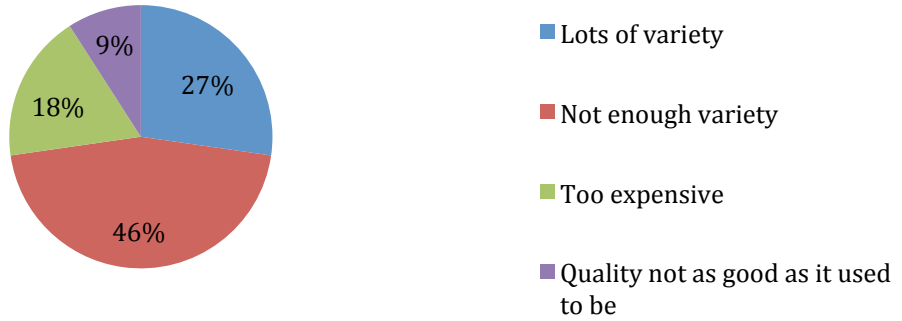


Appendix (M)



Appendix (N)

What do you think of the current work boot range in New Zealand?



Would you like to see a new innovative work boot in the market?



Appendix (O)

Name	Price	Heat Resistant	Water Resistant	Steel Cap Toe	Electricity Resistant	Oil acid resistant	Slip Resistant	Product Image
Blundstone 913	\$244.95	X	X	X	X	X	X	
60035 Ace Safety Boot	\$199.00	X		X			X	
WORKIZ	\$159.00	X	X	X	X	X	X	
Redback USBBL	\$149.00	X	X			X	X	
BATA Boots Bickz 909	\$149.00	X		X		X	X	
5261 Brahman	\$97.98	X					X	