

ValuePlus Footwear

3 Year Plan Proposal

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Current Situation

Situation

Problem

Recommendation

Risk Mitigation

Implementation

- ValuePlus Footwear operates brand labels within 3,000 stores in North America.
- Value Plus is not staying competitive
- Walk in conversion rates are steady
- Fewer customers are walking in
- Leadership recommends redirected marketing

Key Challenges

Situation

Problem

Recommendation

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Problem

- Erosion in revenues & profits over the last few quarters

Causes

- Increasing competition
- Online players

Our Objective

- Detail a 3-year plan that establishes a better customer connection and increases sales

Our Recommendations

Situation

Problem

Recommendation

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Implementation

1

Strengthen ecommerce presence

- Estimated upgrade costs \$100,000-\$150,000

2

Use an integrated CRM

- Estimated costs \$14,000-\$18,000 per user
- Recommended vendors include:
 - **Epicor**
 - MS Dynamics
 - Wings

3

Use data to create new marketing efforts

Risk Mitigation

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Risk Mitigation

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Risk	Mitigation
Information Security	Investment in Secure IT Systems
Lack of Integration of CRM	Parallel Implementation
Adoption of Integrated CRM	Train Employees
Unstable E-Commerce Platform	Pilot platform rollout Scale-up in Phases
Data Migration Issues	Back-up Data Infrastructure
Limited Awareness of E-Commerce	Customer Loyalty Program Social Media

Implementation Plan

Situation

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Recommendation

Risk Mitigation

Implementation

[Implementation Timeline](#)

Conclusion

Situation

Problem

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Implementation

Strengthen ecommerce presence

Use an integrated CRM

Use data to create new marketing efforts

Discussion Time



Reference

Social Media driving sales

- <http://www.bloomberg.com/news/2012-08-28/amazon-s-zappos-combines-pinterest-and-e-commerce-in-new-site.html>

Epicor CRM offerings

- <http://solutions.epicor.com/v-tour/retail/default.html>

Epicor CRM brochure

- <http://solutions.epicor.com/v-tour/retail/Retail%20VT%20documents/Epicor%20Retail%20CRM/Epicor%20Retail%20CRM%20Brochure.pdf>

Famous Footwear Epicor Success Story

- <http://www.epicor.com/MRCPR/Famous-Footwear-CS-ENS.pdf>

CMO 3-Year Plan

Goal:

- Enable a better customer connection
- Resultant sales

Strategy

1. Achieve integrated view of the customer
2. Roll out integrated marketing programs
3. Put a loyalty program in place

Areas we collected data

Key Question:

What details does the 3-year plan require in order to establish a better customer connection and increase sales?

Marketing

Customers

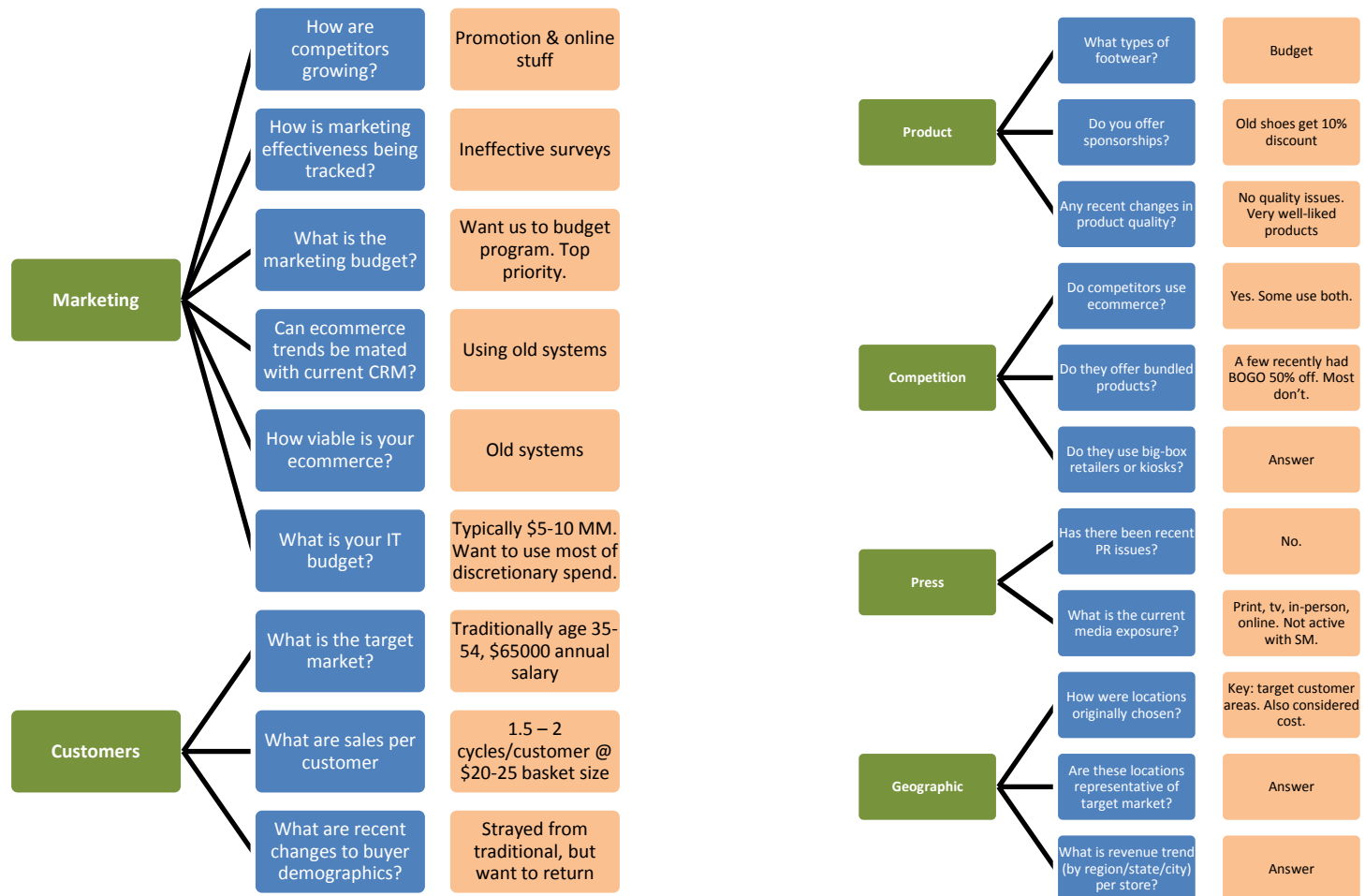
Product

Competition

Press

Geographic

Interview questions and data



Conclusions

1. Missing customer opportunities in ecommerce
2. Loyalty programs may not be as effective as increasing ecommerce will be
3. Need a view of the customer that includes ecommerce site and physical stores

Solutions

1. Enhance ecommerce capability
 - Stop eroding revenues
2. Build integrated CRM program
 - See complete customer picture
3. Base marketing campaign on new analytics
 - Save money and increase sales

CRM Details

A. Implementation - \$3000

B. Annual recurring costs

1. Support
2. Maintenance
3. Service
4. Training

Total: \$14,000 – 18,000 per user

Recommend Epicor – Industry success

Ecommerce Details

A. Implementation - \$10,000 - 500,000

B. Annual recurring costs

New Interactive ecommerce:

- Developers: \$125-175 / hour
- Total implementation cost: \$25,000 – 500,000
- Implementation time: 3-12 months