



Internship Report

On

“Promotional strategies of Step Footwear for new products to be launched in the market.”

Submitted to

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Submitted by

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On
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be launched in the market.**

Letter of Transmittal

30 August 2020

Md. Azmol Hossain

Senior Lecturer

Department of Business Administration

Uttara University

Subject: Submission of Internship report on “**promotional strategies of Step Footwear for new products to be launched in the market**”.

Dear Sir,

It is my great pleasure to submit the internship report on “**promotional strategies of Step Footwear for new products to be launched in the market**” that has been assigned to me for the partial fulfillment of the requirements of BBA Program.

I have tried my level best to prepare this report a presentable shape and make appropriate at informative to fulfill the objectives of the study. I have enjoyed a lot of time during the preparation of this report.

I would like to cover my graduate and thanks to you give me an opportunity to work on such a project that is very much relevant to my study. I sincerely believe that the practical knowledge and experience gather from this study will be very much helpful in my future life for doing any types of research work.

If any confusion arises or any further explanation needed, I will be readily available to explain the matter to you, as the situation required.

Thanking You

Sincerely Yours,

.....

Aminul Islam Jafor

ID No: 2161011093

Batch:39th

Program: BBA

Department of Business Administration

Uttara University

Letter of Authorization

I am pleased to certify that the internship report on **promotional strategies of Step Footwear for new products to be launched in the market**” has been successfully completed by Aminul Islam Jafor, ID: 2161011093, student of BBA program from 39th batch, Department of Business Administration, Uttara University under my supervision and guidance. Now, the report has been approved for presentation and viva voice.

I wish him every success in life.

Md. Azmol Hossain
Senior Lecturer
Department of Business Administration
Uttara University

Student's Declaration

I do hereby solemnly declare that the internship report on **promotional strategies of Step Footwear for new products to be launched in the market**” has been prepared by me and has not been previously submitted to any other University / College / Organization for any academic qualification. I confirm that, the report is only prepared for my academic requirement under the guidance of Md. Azmol Hossain, Senior Lecturer, Department of Business Administration, Uttara University.

I further undertake to indemnify the University against any loss or damage arising from breach of the forgoing obligation.

Thanking You

Sincerely Yours,

.....

Aminul Islam Jafor

ID: 2161011093

Program: BBA

Department of Business Administration

Uttara University

Supervisor's Declaration

It is my pleasure to certify that, Batch of Uttara University, has been completed the Internship Program at Step Footwear on “**promotional strategies of Step Footwear for new products to be launched in the market**” successfully with acceptable performance under my supervision. I wish him success in his life.

He is permitted to submit the report.

.....

Md. Azmol Hossain

Senior Lecturer

Department of Business Administration

Uttara University



Acknowledgement

Successful accomplishment of this report is the outcome of the contribution of number of people, especially those who provided time to share their thoughtful guidance and suggestions for me.

At the beginning, I would like to pay my gratitude to the Almighty Allah for giving me the ability to work under all circumstances and time constraints.

First, I indeed grateful to my honorable supervisors for their Positive Support Md. Azmol Hossain, Senior Lecturer, Department of Business Administration, Uttara University and Md. Rubel Sarder, Assistant Manager, Merchandiser of Step Footwear.

I would like to thank the authority of “Step Footwear” to give me the valued opportunity to do my internship in their prestigious organization. The experience and knowledge gained at Step Footwear helped me immensely to address and understand all the elements related to my report, which I otherwise would not have understood so well.

To complete my internship was indeed a great pleaser and a unique experience for me. It was also challenging and exciting event for me as it gave the freedom to investigate the productivity Based organization.



Executive Summary

I have chosen Step Group of Industries for gaining on-field experience as an intern for a period of 3 months starting from 01july 20 till 25th august 20, as a part of my internship program of Bachelor of Business Administration (BBA) requirement. I was recruited as an intern for part of Step Footwear at Head office of Step. Basically in my internship report I talked about how Step Shoe Company (Bangladesh) does their promotional activities and their functions and in my report I also discussed that how this launched new product strategies of Step is influencing on the overall organization and working towards the success and the betterment of the company.

The first part of the report contains introduction that presents the background topic, objectives and limitations of the study.

Secondly, it includes a general description about Step foot wear company to get a clear view about the company. It contains organization structure, division, mission, vision, environmental mission, price, product of the company, SWOT analysis, market area, performance over the year and description of the job of the Step footwear company.

Thirdly, this part explains data collection process.

Fourthly, this part discussion about objectives, this discussed inside promotional objectives, target market and market segmentation, promotional strategies of step footwear.

In the last part discussion about finding, conclusion and recommendation.

And the drawbacks that I found I also tried to give the solution (what I thought the solutions should be like). So in the end I would like to say that my report is going to be very helpful for those who want to know about the promotional strategies of step.

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Chapter: 01

Introduction & Objective

Introduction:

1.1: Background of the study topic

An Internship provides the work experience that helps students put their education into practice, develop their leadership skills and give them a competitive advantage as they pursue a permanent position. It's clear that the true benefit of internships and other experiential learning opportunities is undisputed. A learner can acquired practical & theoretical knowledge from internship study. The world market is changing day by day. The promotional strategies are also changing as well. Every similar companies are competing with others how to promote their products. So, now it is a big challenge for marketing division to maintain the promotional strategy for new product. For this reason I selected this topic to work and prepare my report.

1.2: Objectives of the Study

1.2.1: Broad Objective:

This report intends to cover the promotional strategies for new products launched by Step Footwear.

1.2.2: Specific Objectives:

Specific objectives of the study may be spelled out as follow-

- To know the promotional objectives of Step Footwear.
- To identify the target market and market segmentation of their new products.
- To explain the promotional strategies of Step Footwearfor new products.

1.3: Limitations of the study:

- Since the bank personals were very busy, they could provide me very little time.
- Some information was withheld to retain confidentiality of the step company.
- Since this report involves activities & performance of promotional activities.
- I was placed to marketing department for only 1 months of time and working like a regular employee hindered the opportunity to provide better effort for the study.
- For the reason of Covid-19 I couldn't complete my full internship period of time in the Step footwear company.

Chapter: 02

Company Profile



Company Profile of Step Footwear

2.1: History of the company:

Step Group of Industries is a business group which provides both industrial and consumer products with a major focus on footwear and luggage manufacturing industries.

The company, previously known as Baly Group of Industries, was famous for its 'Baly Keds' Sport Shoes in the 1990's.

Now, Step Group's business ventures include Footwear, Adhesive, Plastic Shoe Last, Micropak PE Sheets, Luggage and Bags, and others. While its production and major parts of sales and distribution are based in China and Bangladesh Step Group's ventures include operations in USA, Australia, Philippines, and Singapore as well.

Step footwear is a name of present trend and representing the very stylish and comfortable for wear for the young and fashion-conscious people.

Founding date of Step Group of Industries and Step footwear is, 26 September 2014.

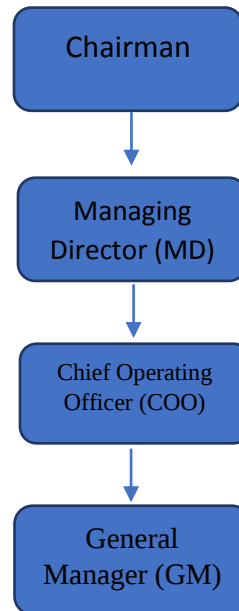
Step footwear produce Flip Flops, Casual Shoes for Men and Women, Kids Shoes.

2.2: Company Summaries:

Company Name	:	Step Group of Industries.
Brand Name	:	Step Footwear.
Trademark	:	
Number of Employees	:	Management;-45, Non-management;95
Outlets across the country	:	Own outlet; - 28, Franchise;- 30
Export Markets	:	USA, Australia, Philippines, and Singapore.

2.3: Organizational structure:

Board of Directors



2.3.1: Divisions:

The main divisions are;

1. Production Department.
2. Merchandizing Department.
3. Supply Chain Department.
4. Sales & Marketing Department.
5. Human Resources & Admin Department.
6. Finance & Accounting Department.
7. Warehouse Department.
8. Logistic Department.
9. IT Department.



Under this division the positions are:

1. Senior Manager
2. Manager
3. Senior Executive, or (Ass. Manager)
4. Executive
5. Junior Executive
6. Associate Executive

2.4: Mission, Vision of the company:

Step Shoe Company has been successfully running for years with a mission and vision at the heart of all its operations.

2.4.1: Mission:

Our mission is to ensure that our customers can go to their nearest marketplace and pick up a pair of highly comfortable and stylish shoes without hesitating about the price.

2.4.2: Vision:

“To provide good quality shoes at an affordable price by keeping in mind the comfort that needs to be there and providing new designs with it”



2.4.3: Environmental Mission:

To protect our people customers and communities and to protect our natural environment in order to help sustain human development globally

2.4.4 Price:

The prices of Step products have been very much affordable to their customers from the very beginning of the establishment of the company. Step has a good reputation for keeping their product's price within the reach of different income level people. From lower income people to high income people all can afford to buy Step's products. Step has a different range of prices of their different products which helps people to buy within their ability and this is one of Step's reasons to success. This is how Step has been grabbing the market share.

2.5: Product of the company

Step Footwear which is produce shoe and backpack for man, woman and kids. They also produce Shoe last. Below showing more details about their product line.

2.5.1: Product line for men by Step Footwear

Men's Line	Category	Model
	Men's Casual Sandal	
	Men's Dress Shoes	
	Men's Schenker's	
	Men's Semi Dress Shoes	
	Men's Slide Sandal	
	Men's Slipper	
	Men's Soccer Shoes	
	Men's Sports Sandel	
	Men's Sports Shoe	

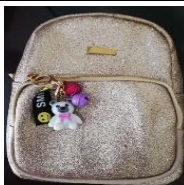
2.5.2: Product line for women by Step Footwear:

	Category	Model
Women's Line	Ladies Ballerina	
	Ladies Flat Sandal	
	Ladies Flip flop	
	Ladies High Heel Sandal	
	Ladies Mid Heel Sandel	
	Ladies Toms Shoe	

2.5.3: Kid's product line by Step Footwear:

	Category	Model
Kid's Line	Infant Sandal	
	Kid's Ballerina	
	Kids Flip flop	
	Kids Mid Heel Sandal	
	Kid's Shoe	
	Kid's Slide sandal	
	Kid's Slipper	
	Kid's Sports Sandal	

2.5.4: Backpack product line by Step Footwear:

	Category	Model
Backpack	Men's Backpack	
	MARLEY	
	WALLET AND BELT	

2.5.5: Shoe Last of Step Footwear:

	Category	Model
Shoe Last	—	

2.6 : SWOT Analysis of Step shoe company

Strengths:

- ✓ High quality product
- ✓ Strong Brand image
- ✓ Extensive product lines
- ✓ Strong and mass distribution network
- ✓ Skilled management team
- ✓ Modern manufacturing facilities
- ✓ Potential target market
- ✓ Loyal customers

Weaknesses:

- ✓ High price
- ✓ More emphasize on quality rather than design
- ✓ Lack of promotion activities
- ✓ Less effort to attract new customers
- ✓ High cost structure
- ✓ High import duties
- ✓ High administrative cost
- ✓ Vat & tax barrier

Opportunities :

- ✓ wide assortment of products offered
- ✓ better customer service
- ✓ rise in export
- ✓ more emphasize on product quality and design
- ✓ strong retail store network
- ✓ neat & clean retail outlets
- ✓ trained salesman

Threats :

- ✓ “Apex & Bata” is considered the biggest threats
- ✓ Potential new brand like Bay Emporium
- ✓ Consumer perception regarding high price
- ✓ High price due to high production cost
- ✓ Disruption of consistent supply
- ✓ Switching new generation to trendy products



2.7: Market; National and International

Step Footwear take both of markets, national and internationals. In national market it belongs in a good position. They sell their product over all the country and earn a high brand value. They use 5 channels to distribute their product.

Those are,

1. Step store (Own Showroom)
2. Franchisee
3. Modern Trade
4. Distributor
5. Counter

In international market it exports their products in four countries,

1. USA
2. Australia
3. Philippines
4. Singapore

2.8: Performance over the year

Last 5-years performance of Step Footwear is showing below: -

Step Footwear start journey from 2014. Their performance of 2014 to 2019 is'

		Year 2014		
SL	Channel Name	Outlet	QTY Pairs	Value (TP) TK
1	Own Stores	-	-	-
2	Franchise	-	-	-
3	Counter	2	493	1,63,522
4	Modern Trade	24	9,900	25,08,581
5	Distributor	1	270	59,400
6	Online	-	-	-
Grand Total=		27	10,662	27,31,503

		Year 2015		
SL	Channel Name	Outlet	QTY Pairs	Value (TP) TK
1	Own Stores	4	6,056	25,25,339
2	Franchise	-	-	-
3	Counter	67	330	1,07,60,999
4	Modern Trade	-	48,549	1,42,73,284
5	Distributor	2	9,733	20,09,831
6	Online	-	-	-
7	DITF & CITF	-	-	-
Grand Total=		74	64,692	2,95,80,611

		Year 2016		
SL	Channel Name	Outlet	QTY Pairs	Value (TP) TK
1	Own Stores	6	12,845	44,31,368
2	Franchise	-	-	-
3	Counter	116	94,597	2,56,39,545
4	Modern Trade	57	76,438	1,90,48,280
5	Distributer	5	46,215	1,18,07,974
6	Online	-	-	-
7	DITF & CITF	1	4,632	23,53,269
Grand Total=		187	2,34,883	6,33,23,161

		Year 2017		
SL	Channel Name	Outlet	QTY Pairs	Value (TP) TK
1	Own Stores	12	62,756	2,35,33,630
2	Franchise	11	1,03,754	2,77,43,736
3	Counter	164	1,59,395	4,43,06,983
4	Modern Trade	98	67,800	1,98,85,625
5	Distributer	4	60,324	1,96,35,586
6	Online	-	-	-
7	DITF & CITF	2	15,414	47,47,452
Grand Total=		294	4,69,740	13,99,56,268

		Year 2018		
SL	Channel Name	Outlet	QTY Pairs	Value (TP) TK
1	Own Stores	19	1,22,694	4,06,36,092
2	Franchise	31	1,17,989	5,14,43,030
3	Counter	189	1,78,734	5,17,47,160
4	Modern Trade	68	44,217	1,58,29,568
5	Distributer	6	45,773	1,75,31,176
6	Online	-	-	-
7	DITF & CITF	2	9,922	58,54,073
Grand Total=		319	5,19,766	18,33,27,783

		Year 2019		
SL	Channel Name	Outlet	QTY Pairs	Value (TP) TK
1	Own Stores	28	1,71,556	8,93,80,918
2	Franchise	31	86,878	4,65,66,792
3	Counter	172	71,996	3,38,38,296
4	Modern Trade	51	52,527	1,77,01,682
5	Distributer	7	78,946	2,21,83,798
6	Online	-	-	-
7	DITF & CITF	2	14,748	84,72,976
Grand Total=		294	4,76,743	21,82,04,018

So, we can say this company is growing gradually. They are spreading their business country wide.

2.9: Department where intern work

I got the opportunity to work in Step Footwear as an intern for three months from 1st July to 30th august; it's a part of my academic program. I worked there in several departments an intern but last two month I work there in Merchandising Department where I had learnt several Merchandising activities of Step Footwear.

2.9.1: Description of the Job

I had the opportunity to have three months long internship at Step Footwear. I have come across with different tasks that are conduct by the Merchandising Department. I was made acquainted with some were regular others were periodical. I was assigned to the following jobs regularly. Those were-

1. Checking requisition of sales team and ensure the stock.
2. New design development.
3. Product order to production as per production plan.
4. Monitoring production as per production plan.
5. Helping Business Development Department to promoting new product.
6. Developing promotional idea for new product.

I also work with sales team, the works was-

1. Market visit.
2. Monthly sales report creating.

Chapter: 03

Data Collection Process

3.1: Data Collection:

The study was carried out using both primary and secondary data.

3.1.1: Primary data collection: To prepare this report, the primary data were collected mainly through the survey as official assignment during the time of internship. Other methods are-

- a. Observation: Under the observation part, I took data by observing corporate culture and various types of Department.
- b. Interview: by the Discussion with Head of the Merchandising Department and Head of the Business Development Department.
- c. Oral & Informative interview with the employees of the “Marketing Sales Department, Merchandising Department and Business Development Department” of Step Footwear.

3.1.2: Secondary data collection: The secondary data have been collected from different profile of Step Footwear, official Facebook page, official web side, and there official youtube channel. I have used data collected from company publications with a view to observe the Step Footwear’s Promotional strategy, policies and company practices.

3.2: Data processing and Presentation: After collecting the data, I prepared those data and process it by Microsoft excel.

Chapter: 04
Objectives wise discussion



4.1: Objective 01:

4.1.1: Promotional objectives of Step Footwear:

The “Merchandising Department” of Step Footwear is one of the most important departments of Step Footwear. In this department, they work as a team. They are smart, energetic, experienced and highly educated. They can handle production, promotion effectively.

Now I would like to discuss some promotional objectives of Step Footwear:

In Step Footwear they have some promotional objectives. Here follows some promotional objectives.

There are three promotional objectives that are followed by Step Footwear:

- 1. Inform the market**
- 2. Increase demand**
- 3. Differentiate the product**

Inform the market:-

Step Footwear tries to inform the customer and consumer about what is their product and how it benefits them. Information about the product is different depending on the specific target market. Step Footwear uses different types of marketing activities to inform the market they exist.

The company has used mass media (such as TV, Internet, newspapers and magazines) to promote their brand.



Increase demand:-

These strategies are used in this company during the product life cycle in order to increase sales. Eventually a product will reach its saturation point, at which time investing in sales will decrease as the company focuses its attention on a new product.

They also increase demand for their new product in Facebook page by posting on their page.

Here is one screenshot of Step Facebook page.





Differentiate the product:-

This is very important objective for this company; there are multiple competitors in the same market. For this reason, they try to promote some different product. For example, Step Footwear



STEP Slide slipper



Bata Slide slipper

produce slide slipper those are quality full, stylish and available in affordable cost. There is no brand in Bangladesh, produce slide slipper like Step Footwear. Bata, Apex also produce slide slipper, but they cannot able to take market as like as Step.

All the product of Step Footwear is quality full, Stylish and available in affordable cost.

4.2: Objectives: 02

4.2.1: Target market and market segmentation of their new products

Step Footwear target their market and segment their market basis on four categories, those are Area based, Demographic Based, Psychographic Based, Behavioral Based.

First, they target their market after that segment those market.

That's why when they launch a new product into the market, before that they make a distribution plan for new products. This distribution plan creates based on product category, price and design. Some time they launch product on some specific occasion.

1. Area Based

Step Footwear target urban area all over the country to sell their product. That's why their maximum out late situated in urban area. They also target some international area USA, Singapore, Australia and Philippines. They believe in, some products may do well in some countries but not in others.

Here is picture in USA based product promotion.



2. DemographicBased

Generally, Step Footwear target on female footwear. 60 to 70% yearly sell they gate from lady's category. They also are targeting middle class people and Upper-class people.



3. Psychographic Based

They target on those people who are stylish and want some quality-full, latest designing footwear.

4. Behavioral Based

In Eid, Puja, Pahela Baishakh people buy more than other time. So that they target these occasions to increase sales and create some loyal customer.

4.3: Objectives: 03

4.3.1: Promotional strategies of Step Footwear for new products:

Step Footwear follows some latest promotional strategy to introduce their new products to the new and existing market. To compete with the competitor this type of promotional strategy plays huge role.

Promotional strategy of Step Footwear is best; Step Footwear uses Commercials, celebrities or billboards as ways to make its target customer aware about its offers. But Step Footwear needs other ways for promotion as to encourage more new products. Then it may use the maximum environment and can create brand awareness. Step Footwear is preparing to cut for television and print advertising and increasing to the social media-based promotion.

Step's brand images, the Step name and the trademark; make it one of the most recognizable brands in the Bangladesh. Step's brand power is one reason for its high revenues.

Now I would like to discuss some Promotional strategies for new products of Step Footwear.



Advertisements:

In the advertising, Step's own target is to achieve the greatest possible impact on large populations of the target audience. These ads are usually expensive Step Footwear uses celebrities represent product to the client or ideal user. Extremely popular personalities such as professional model, actors used as offering the Step's products. Target customers are watching their favorite celebrities use the company's products. As a result, customers are motivated to imitate the behavior of these celebrities.

Mehazabien Chowdhury is one of the brand ambassador of Step Footwear-



Special event or activity:

To promote their new product, they organize some special event. In my internship period I have seen to organize them an event called Photography contest in AIUB. Where they introduce their new products to the students. They also work with JAGO foundation in different social event.



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STEP AIUB PHOTOGRAPHY CONTEST

For the first time, we are in collaboration with AIUB Photography Club to organize a photography contest for young passionate photographers.

[SUBMIT YOUR PHOTO FOR FINAL ROUND](#)

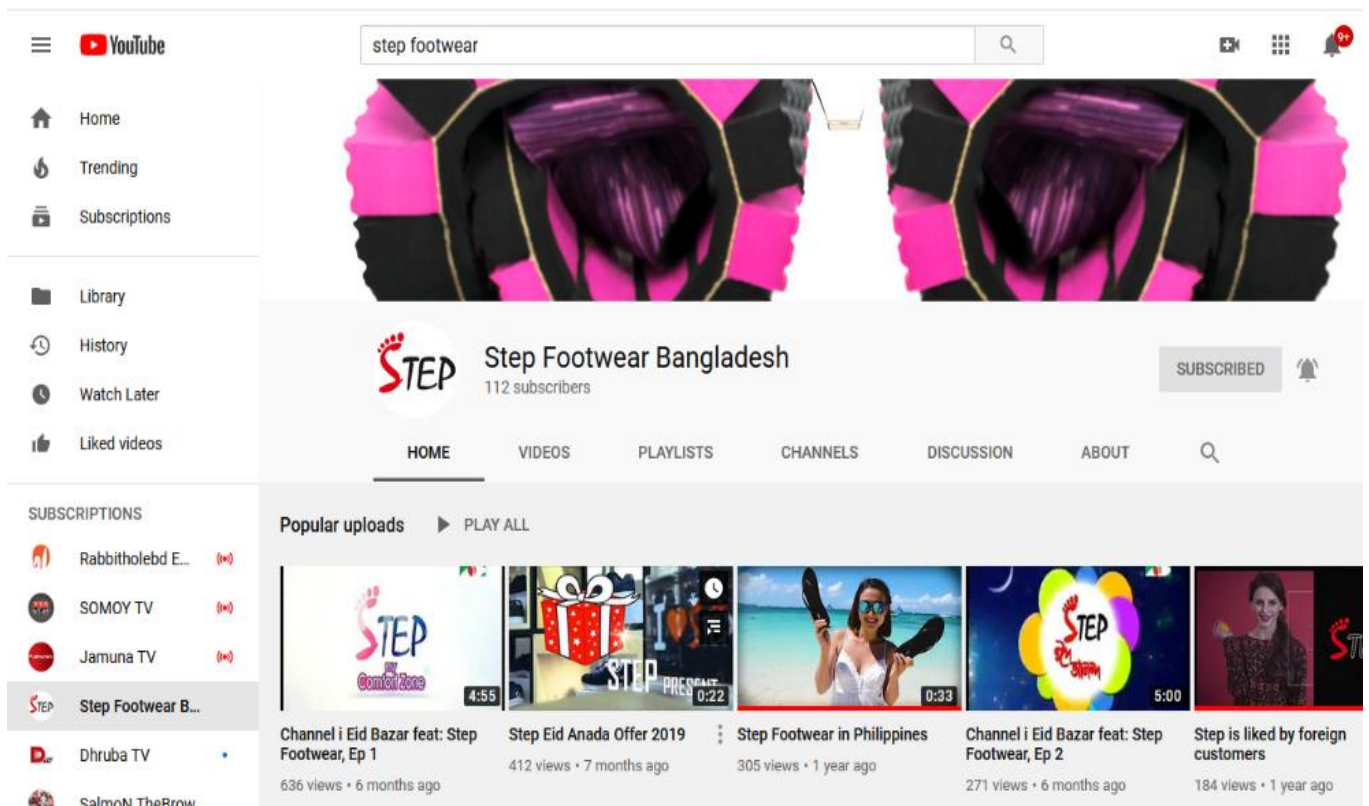


Media exposure:

Maximum time they use different media for promotion, those are ;

a) **Newspapers:** sometimes they promote specific new product in different daily newspaper focus on specific customer.

b) **Face book:** now days Face book marketing is one of the best ways of promotion for any product. Below attaches a screenshot of their Face book page.





c) **YouTube:** They also have a YouTube channel, where they post there TVC for promote.

Below attaches a screenshot of their YouTube channel.

d) **Television:** To fulfill their target some time they provide advertisement on TV. This type of advertisement too costly. Now days they decrease TV add to reduce cost of promotion.

Sponsorship:

In BPL (Bangladesh Premier League) last season they were sponsor in “Khulna Titans” team.

This year they sponsor Rajshahi Royals for BPL 2019-2020.



Below attaches a promotional picture of BPL.



Chapter: 05

Findings, Recommendations and Conclusion

5.1: Finding of the study

I have found some points to be noticed lack of Step footwear-

- In case of new product Step is fail to its competitors whereas their main competitors “Apex and Bata” regularly introducing new product. Step introduce new product very rarely. Step confuse about should they introduce new product or not.
- From my survey I notice that step face some marketing problem as insufficient promotional activities. Step think that they should go on with more and more retail outlets rather than intense advertising.
Target market, Step doesn’t define their target market as specific as it needed to be. They choose their target market lower to middle income group as well as the upper segment.
- High competitive price due to high cost structure. Step shoe price is generally very high between others footwear industries.
- Insufficient promotional activities .Step can’t do big budget advertisement like Bata and Apex. For example-Newspaper and Television. Step only emphasizes social media. For which people don’t know much about Step footwear.
- Step hasn’t enough shops & showroom all over the place.

5.3: Recommendations

- I suggest when Step's new product launched. In market they should be presented to the people in such a way that people are attracted to the product when they watch it. Give sales discount and free samples to influence more sales in the growing shoe market.
- Step should be research, what people want? Should build awareness among the potential users of this type of footwear product. Step need to know what kind of shoes is sold more in the market with this product produce increase.
- Step shoe price is generally very high. So step should be reducing the cost of production so that everyone can buy shoes.
- More advertisements should be aired. Steps do something for that everyone know about the Step footwear. Road campaigns can be done on the streets, Newspaper, Television and social media need to do more advertising.
- Step footwear increasing shops & showroom. As a result, people can easily buy shoes from all over the places.
- Bring more design, color and design combination to be competitive.

5.3: Conclusion

In the case of promotional strategy implementation, Step is only focusing on social media. But for achieving amount of revenue in the long run, the company needs to focus on other Promotional strategies such as premium Promotion, bundle Promotion, etc. They target urban area but promoting country wide. In this position ultimate rural area people become their customer. But they don't get opportunity to buy product. That's why they can start online business to capture all over the country. Apart from that, Step only offers their premium product line sub-brands to certain divisional areas. In this way, they lose out on a lot of customers. Furthermore, Step can introduce new brands such as Lisa (High heel), Mans dress shoes etc. in the divisional areas like outside Dhaka. Lastly, consumer feedbacks could be introduced in their strategy.

Step has strived a lot for its effective Promotion and promotional activities over the last few years and recently, it has shown great potential of becoming the market leader should they introduce more strategies into their account. It seems that they have maximized their brand equity well because people nowadays tend to visit Step when it comes to buying shoes.

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