

**Bata**

**Parent Company**

**Bata Shoes**

**Category**

Apparel- Footwear

**Sector**

Lifestyle and Retail

**Tagline/ Slogan**

India's favorite footwear brand; Shoes for all; I love my shoes

**USP**

Bata brand offers innovation and trust

**STP**

**Segment**

Complete Coverage of the market

**Target Group**

People who prefer fashionable footwear

**Positioning**

Bata is positioned as the best footwear brand

**SWOT Analysis**

**Strengths**

1. Bata has a worldwide Presence in over 70 countries and production facilities in 27 countries
2. Benefit received from link to the international organization for back-office systems, product innovation
3. Bata showrooms are found in all the major cities, mini-metros and towns
4. Sells through over 1200 retail stores in India and 5000 stores worldwide
5. Bata company employs more than 6800 people in India and 40000 people world over and over 30,000 people in the USA
6. Excellent advertising and brand presence
7. Wide range of footwear including ladies sandals, heels, sports shoes, men formal shoes, trek shoes, and casual shoes

### **Weaknesses**

1. High cost for brand protection for Bata products
2. Intense competition in the footwear segment means limited scope to overhaul market share

### **Opportunities**

1. People now look towards buying footwear as a blend of fashion and comfort, so now has an increasing demand

2. Bata has an opportunity to create a separate division for tackling the rural markets in emerging nations

3. Global expansion in the premium footwear section

### **Threats**

1. Intense competition from other leading footwear brands can affect Bata's margins

2. Commoditization if fashion footwear not differentiated well

### **Competition**

### **Competitors**

1. Nike

2. Reebok

3. New Balance

4. Converse

5. Puma

6. Fila

7. Adidas

8. Liberty Shoes

9. Under Armour

10. Woodland