

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

6. Excellent advertising and brand presence

7. Wide range of footwear including ladies sandals, heels, sports shoes, men formal shoes, trek shoes, etc.

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