



NEXT STEP CONSULTING

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COMPANY PROFILE

Product:

Created to serve as an affordable street shoe

Demographic:

Most popular with U.S. women 55+

History:

Founded in 1992 by Robert Greenberg

Sales:

\$8.97B in sales '24
12% Increase from '23

Current Status:

3rd largest athletic footwear company globally

MISSION STATEMENT

“To help people of all ages look and feel good by developing and providing comfortable, innovative, stylish, and quality footwear at a reasonable price.”

SWOT



1ST CHALLENGE

**TARGETING GEN-Z
(18-24 YEAR OLDS)
IS INEFFICIENT
FOR SKECHERS**

1ST CHALLENGE

**“Brand’s preference share among
older adults (55+) is about**

**3X
HIGHER**

**than among younger
customers in 2022.”**

(Cowen)

1ST CHALLENGE



Comfortability



Affordability



Customer Loyalty

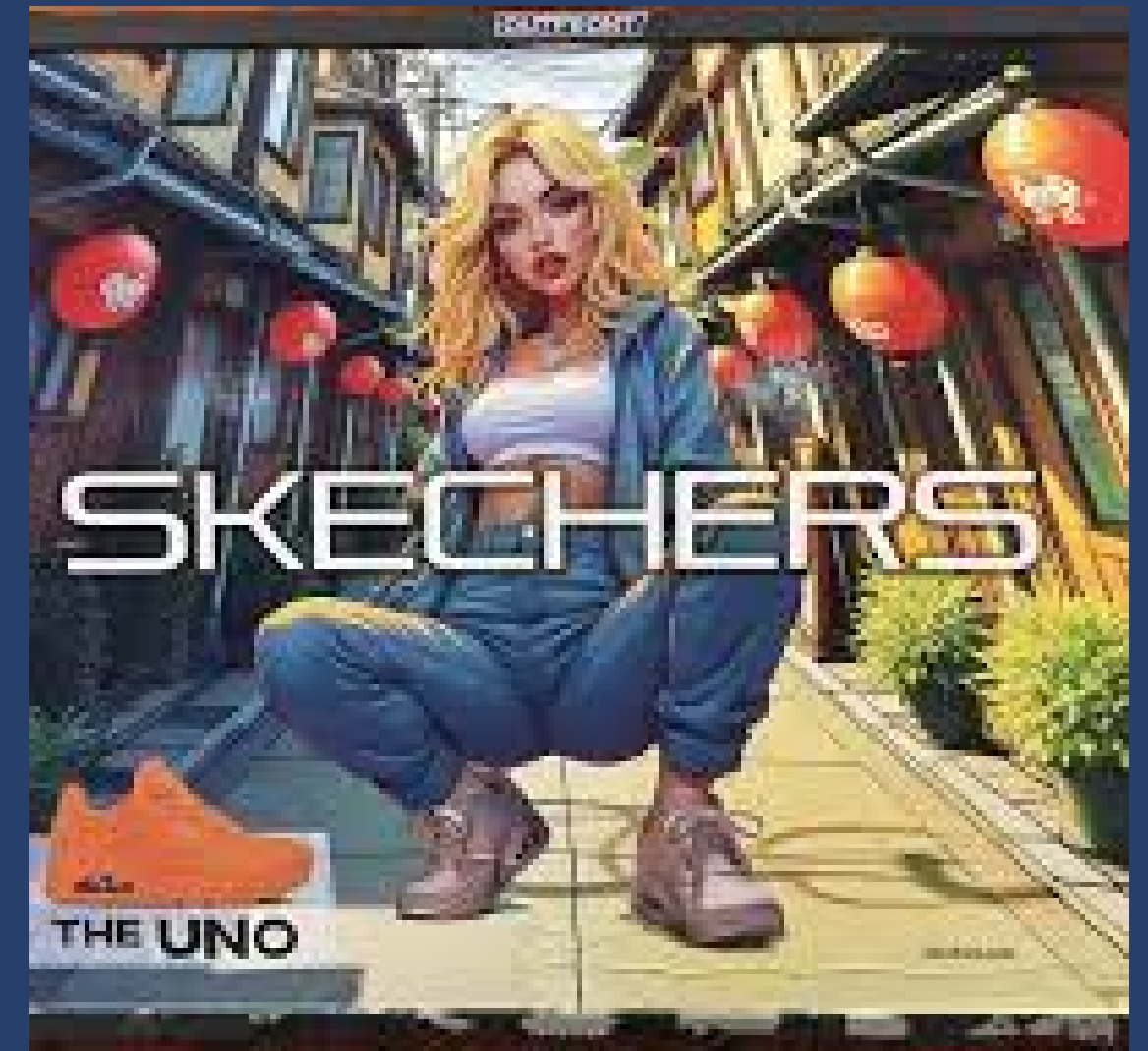
Current Gen Z Initiatives

1

Pop Culture &
Athlete
Collaborations

2

AI Marketing
Campaigns

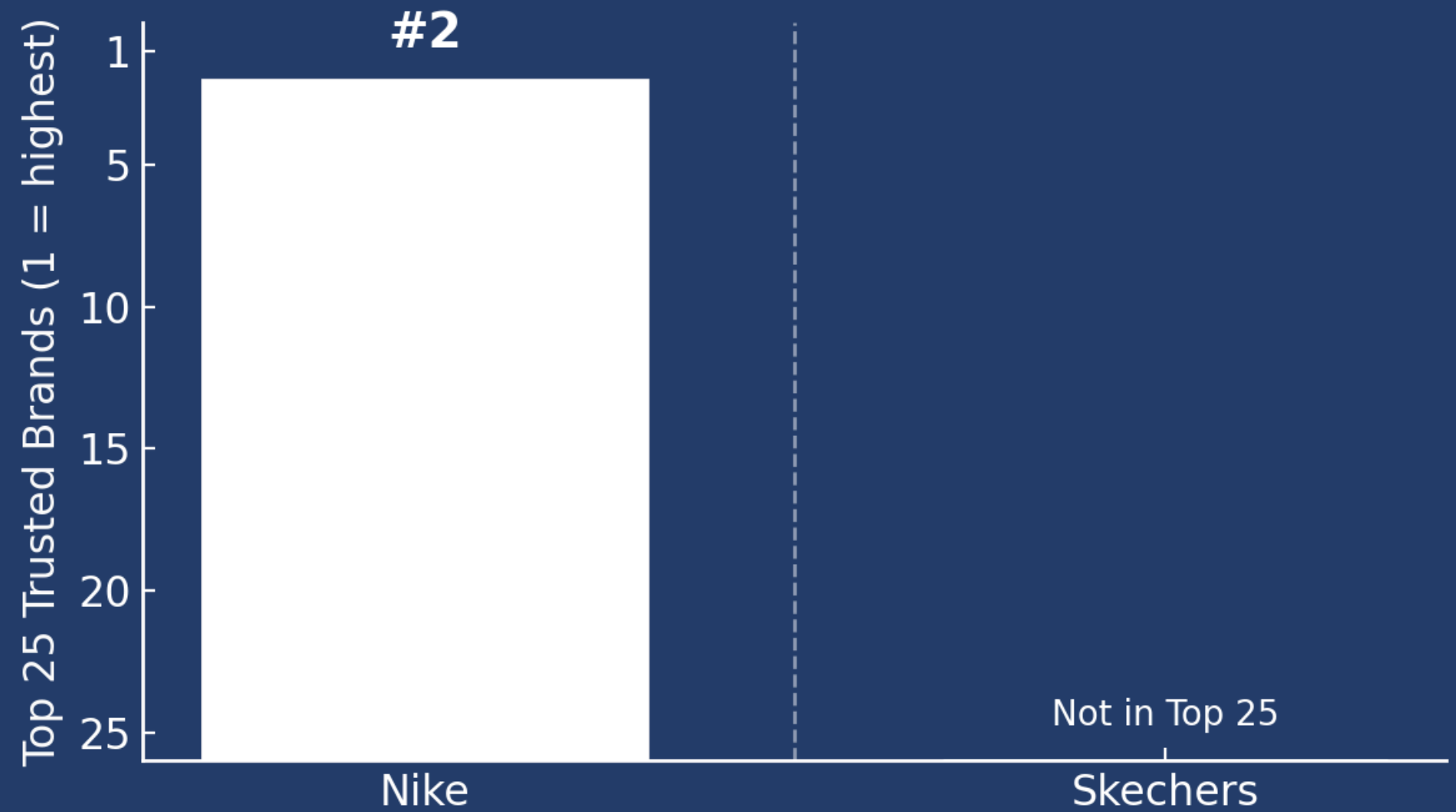


Why These Initiatives Aren't Working



Lack of Brand Trust

Gen Z: Most Trusted Brands (US)



Source: YPulse, Teen/Gen Z Recommended Brands (2024).

GEN Z PREFERENCES



81%

**VALUE PERSONAL
RECOMMENDATIONS**



79%

**INFLUENCED BY FRIENDS,
NOT CELEBRITIES**



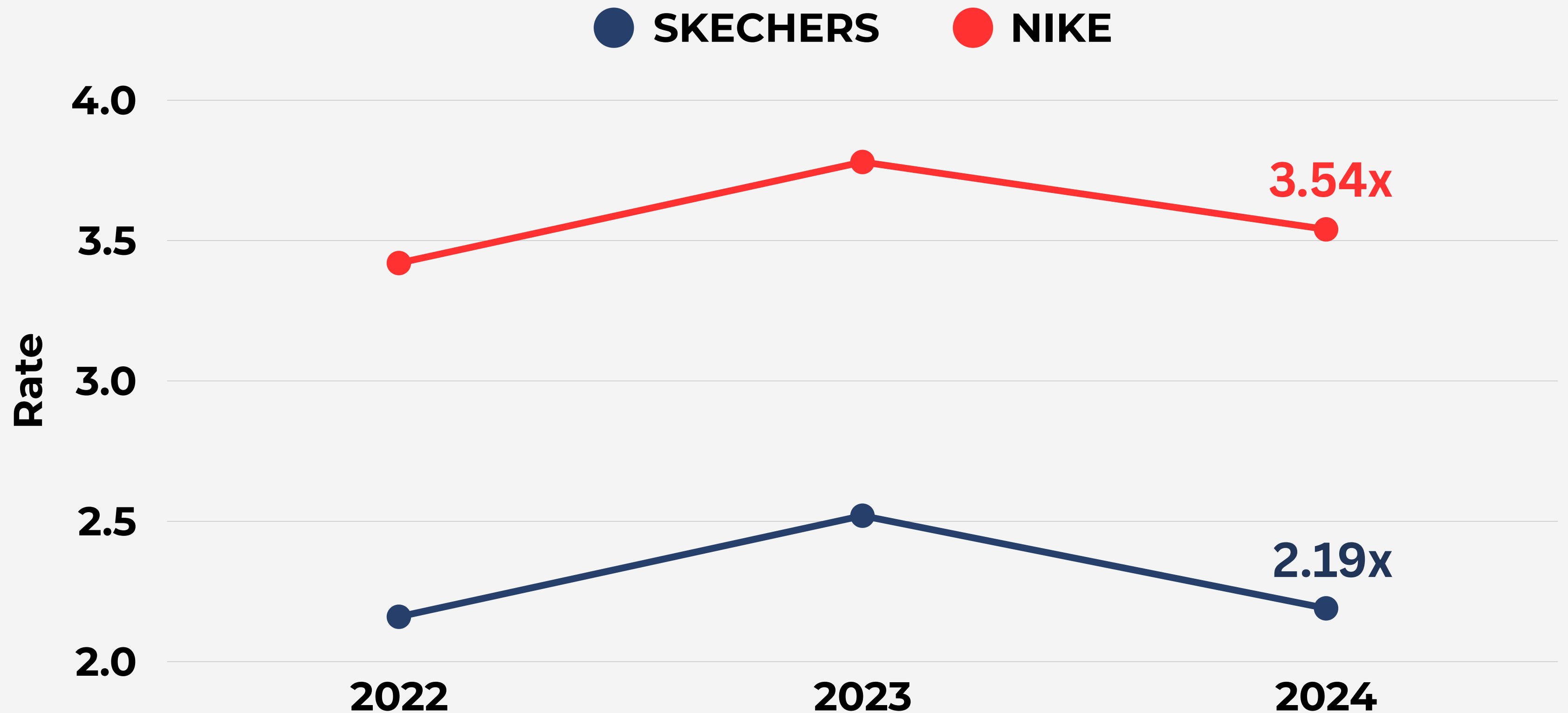
52%

DISLIKE AI ADS

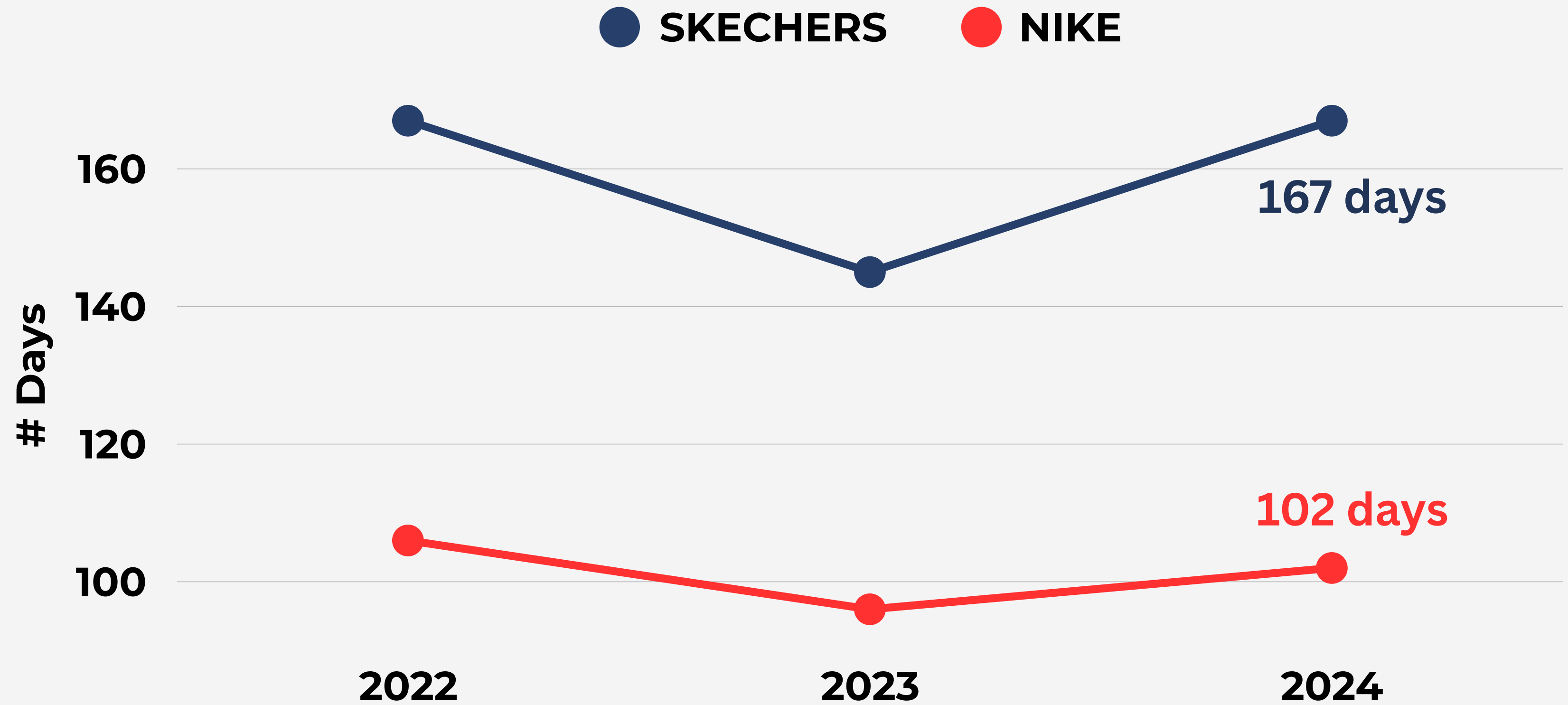
2ND CHALLENGE

***SKECHERS'
INVENTORY SELLS
AT A SLOWER PACE***

INVENTORY TURNOVER IS LOW COMPARED TO COMPETITORS



DAYS SALE IN INVENTORY TAKES 2 MONTHS LONGER THAN NIKE



2ND CHALLENGE SUMMARY



Business Nature:
Older customers



***SKECHERS
TAKES
SIGNIFICANTLY
LONGER TIME
TO SELL ITS
SHOES***


Challenge 1

- Negative reception of advertising
- Low Sales in the Gen-Z market

Comparison

Challenge 2

- A reflection of low sales
- Products are sitting in warehouses



**Which challenge
are we choosing
to resolve?**



CHALLENGE 1:

- **Damaging to Skechers' image**
- **Wasted resources on ineffective advertising**





**THANK
YOU**

