

# Project Proposal

February 5, 2013

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## Project Information

Project name	Launch of a made-to-order shoe brand “MTO” (tentative name)		
Project manager	Lionel Parker	Project leader	Maria Gonzalez
Scheduled start date	March 2013	Scheduled completion date	May 2014

## Project Overview

Project objectives	Start a made-to-order shoe brand “MTO” (tentative name) and develop it into a leading company brand.
Project justification	People in Japan are becoming increasingly concerned about their health and are hoping to lead stress-free lives. In the shoe industry, more and more inexpensive shoes are available on the market but on the contrary, consumers are finding it increasingly difficult to find well-fitting shoes. We need to convey that healthy lives start with healthy feet.
Divisions in charge	Branding Planning Div., Production Control Div., Sales Div.
Potential customers	Women in the 15 to 50, men in the 20 to 50 age range
Possible risks	It may take some time to eliminate the negative image consumers have of made-to-order shoes being expensive and unfashionable.

## Project Scope

Short-term objective	Train sales staff while establishing manufacturing lines by contacting craftspeople and specialty shops. Open a retail space in a section of our Marunouchi store on a trial basis.
Long-term objective	Convert 10 of our existing 50 stores into retail outlets for the made-to-order brand.
Final objective	Revitalize the shoe market in combination with our existing brands, and reach more customers to increase sales.

## Estimated Project Cost

Description	Amount (USD)	Description	Amount (USD)
Labor	1,000,000	Advertising	150,000
Manufacturing	3,000,000	Consulting	10,000
		Total	4,160,000

\*Please refer to the attachment for additional details of the project.

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