

Crocs

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Agenda



Industry Overview

Problem Identification

Recommendations

Implementation

Implications

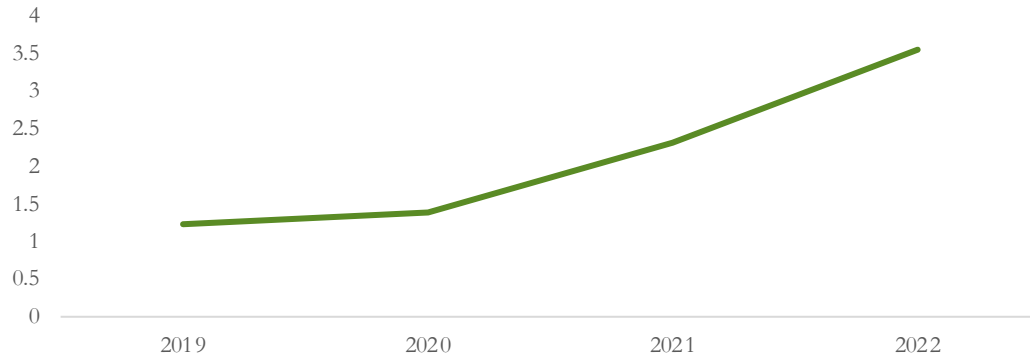
Conclusion



Industry Analysis

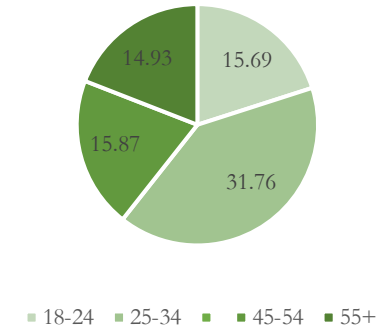
Croc Revenue

Prices in Billions

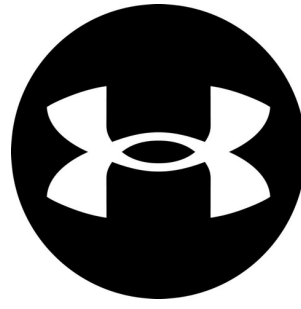


Age Demographics

Ages of Croc Consumers



Top Competitors



Croc Products

Clogs



Sandals



Slides



Problem Identification



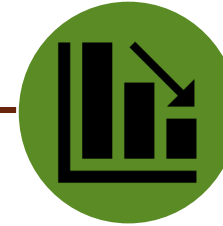
Maintaining Market Position

The shoe market is very saturated and there are many close substitutes for Crocs Products



Age Demographics

Crocs is predominately marketed to and bought by consumers under 55



Inconsistent Sales

Jibbitz are frequently overlooked by customers following their initial Crocs purchase, resulting in single-time sales



Recommendation Overview



Collaborate with Celebrities

Launch new Crocs lines with famous people to stay relevant within the industry



Croc Insoles

Introduce a variety of Croc Insoles to help appeal to those of an older demographic



Jibbitz Subscription Program

Establish a monthly Jibbitz subscription to enhance Crocs customer retention rate



Collaborate with Celebrities

The key to staying relevant is to create strategic partnerships with trending people

Two examples of potential people to collaborate with are Olivia Rodrigo and Emma Chamberlain

Both individuals have large followings and are known for their trendy fashion and style



Croc Insoles



85.07% of consumers are below while only 14% are 55+, alienating an untapped consumer base

Introduce Croc Insoles making a more comfortable wearing experience for older customers

Offer a variety of Insoles differing and in colors, sizes, materials and customer needs

Jibbitz Subscription Program

Introduce a subscription program that includes between 3-5 Jibbitz for 25 dollars a month

Enables customers to make continuous purchases, providing them with an extended shopping experience to shop for specific items when entering stores or visiting websites.

Offer exclusive Jibbitz part of popular collaborations as an incentive for customers to stay subscribed

Sample Subscription Box



Implementation Timeline

	2022 Q4	2023 Q1	2023 Q2	2023 Q3	2023 Q4	2024 Q1	2024 Q2	2024 Q3	2024 Q4
Collaborate with Celebrities									
Negotiate partnership deals	█								
Design new product line			█						
Roll out new Crocs in stores						█			
Croc Insole									
Develop Insoles			█						
Introduce Marketing Plan			█						
Start Insole sales						█			
Jibbitz Subscription Program									
Design and organize box components	█								
Advertise and start selling subscriptions			█						
Continue sales / Adjust box to feedback								█	

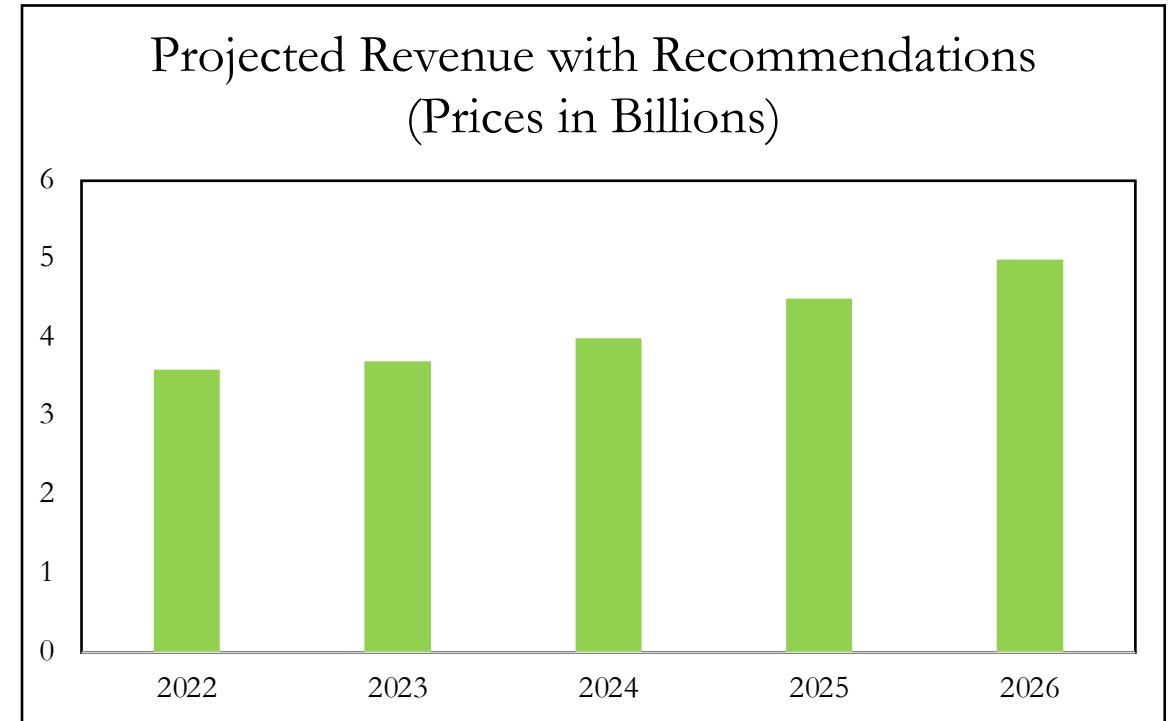


Financials

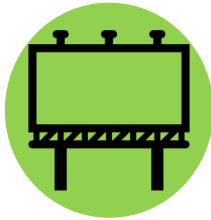
Projected Revenue by 2026
5 Billion

Cost of Recommendations
200 Million

Profit from Recommendations
1.4 Billion



Key Performance Indicators



Celebrity Collaborations

- **Increase** number of website visitors by **10%** upon release
- **25% increase** in posts about Crocs partnerships



Croc Insoles

- **10% increase** in 55+ consumers with 2 years
- **20% increase** in consumer health reports within 1 year



Jibbitz Subscription Program

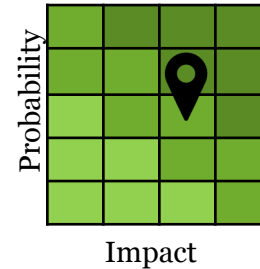
- Customer retention rate **increases 15%** within 6 months
- **30% increase** in jibbitz sales within 1 year



Risks and Mitigations

Risk

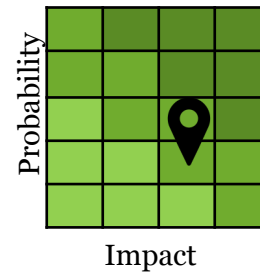
Getting such high profile celebrities will be too costly to obtain



Mitigation

Collaborate with lesser-known celebrities that still are relevant

Older demographic will not see marketing



Market through Facebook and Newspaper Ads

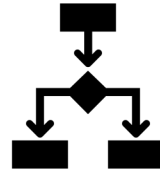
Sales of subscriptions start slow



Enhance celebrity collaborations to strategically market products and reach specific demographics

Executive Summary

The shoe market is so large that it can be difficult to maintain market share



Forge partnerships with more celebrities to stay relevant

Crocs have yet to tap into the 55+ consumer market



Introduce Croc insoles to help older consumer feel more comfortable

Jibbitz sales are predominantly limited to customers' initial Crocs purchase



Implement a subscription program to sustain consistent Jibbitz sales

Thank You!
Any Questions?