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## **PINK SHOES BUSINESS PRACTICES**

Anggi Hermawan  
Islamic University of Indonesia  
Email: Hanggi345@gmail.com

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### **Abstrak**

Sepatu merupakan salah satu kebutuhan penting untuk semua kalangan usia yang di mana dengan menggunakan sepatu dapat secara langsung menunjang performa penampilan kita. keputusan pembelian termasuk di antaranya adalah fashion. Saat ini, perubahan gaya hidup masyarakat dipengaruhi oleh fashion dan hal ini yang membuat pergerakan industri dalam bidang fashion menjadi lebih konsumtif. Dalam dunia fashion, perubahan demi perubahan style terjadi terus menerus seperti model sepatu. Kota Kebumen sebagai salah satu tempat yang memiliki peluang yang besar untuk membangun bisnis sepatu import dikarenakan untuk toko sepatu yang menjual sepatu import dengan merek yang berkualitas masih terbilang jarang dan belum banyak ditemukan. Sehingga tujuan dari penelitian ini untuk mengetahui implementasi strategi perusahaan sepatu PinkShoes, dalam mempertahankan bisnis dan penyelesaian masalah yang ada dari segi pemasaran. Dalam penelitian ini penulis menggunakan pendekatan segmentasi, targeting, dan positioning. Hasil penelitian yaitu mengkomparasi antara rencana strategi dan berjalannya bisnis. Dapat disimpulkan bahwa Pinkshoes dalam implementasi kegiatan bisnis selalu dilakukan dengan sesuai rencana namun untuk hasil masih ada yang perlu dilakukan untuk penyesuaian dan peningkatan agar bisa bersaing dengan yang lain. Dalam implementasi kegiatan bisnis Pinkshoes mengalami beberapa permasalahan permasalahan. Dari praktik yang sudah dijalankan bisnis sepatu Pink Shoes, mengalami perubahan dalam strategi. Hal ini disebabkan oleh dampak pandemi Covid 19. Sehingga hal ini juga berdampak pada estimasi laporan keuangan. Karena perubahan yang dijalankan menyesuaikan keadaan dan strategi yang tepat sehingga tidak sampai mengalami kerugian yang signifikan.

**Kata Kunci:** Perencanaan bisnis, Sepatu, Strategi pemasaran, Segmentasi, Target, Posisi.

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### **Abstract**

*Shoes are one of the important needs for all ages where wearing shoes can directly support the performance of our appearance. purchasing decisions including fashion. At present, changes in people's lifestyles are influenced by fashion and this is what makes the industry movement in the fashion sector more consumptive. In the world of fashion, changes for the sake of changes in style occur continuously like shoe models. The city of Kebumen is one of the places that has a great opportunity to build an imported shoe business because shoe stores that sell imported shoes with quality brands are still rare and not many can be found. So the purpose of this study is to find out the implementation of the PinkShoes shoe company strategy, in maintaining business and*

*solving existing problems from a marketing perspective. In this study the authors used the approach of segmentation, targeting, and positioning. The result of the research is a comparison between the strategic plan and the running of the business. It can be concluded that Pinkshoes in the implementation of business activities is always carried out according to plan, but for results there is still something that needs to be done for adjustments and improvements so that they can compete with others. In implementing Pinkshoes' business activities, it experienced several problems. From the practices that have been carried out by the Pink Shoes shoe business, there has been a change in strategy. This is due to the impact of the Covid 19 pandemic. So this also has an impact on estimated financial statements. Because the changes made adjust to the circumstances and the right strategy so that you don't experience significant losses.*

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**Keywords:** *Business planning, Shoes, Marketing strategy, Segmentation, Targets, Positions.*

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## **Introduction**

Shoes are one of the important needs for all ages where using shoes can directly support our appearance performance. Based on the data obtained, according to the Chairman of the Indonesian Quarterly Association (Aprisindo), foreign brand sports shoes still control around 70% of the market share in the country (Novianti, 2011). The many considerations of shoe models and brands can lead to consideration of purchasing decisions including fashion. Currently, changes in people's lifestyles are influenced by fashion and this is what makes the movement of the industry in the field of fashion more consumptive (Jabani & Fitriani, 2019).

In the world of fashion, change after change in style occurs continuously, for example, such as shoe models. Sneaker models were once very popular among teenagers in 2018, but as the year turns on, many shoe models are likely to become a new year trend, such as Nike shoes which have many models and their respective types (Snell, Bohlander, & Bohlander, 2010). The large number of imported shoe products that continue to enter the domestic market has caused competition in the shoe industry to be increasingly competitive. Of course, in this case, the price of existing shoes is also increasingly diverse according to their respective types and models. Opening an original shoe store at a lower price than an official store is certainly a promising business opportunity.

Kebumen City as one of the places that has a great opportunity to build an imported shoe business because shoe stores that sell imported shoes with quality brands are still fairly rare and have not been found much. However, in facing the existing business competition even though similar businesses in local locations are fairly rare, a good marketing strategy must still be carried out to properly target the existing target market, namely students and students around. PinkShoes itself also does not necessarily only sell shoe products but also tries to educate potential buyers, especially the people of Kebumen to know that the original product is more durable, comfortable to use and certainly more durable when compared to fake shoe products.

## **Research Methods**

This research was made using the strategic planning method and adjusted during implementation. Planning using SWOT and STP analysis. In planning a marketing strategy using STP (segmenting, targeting, segmenting) by Kotler. Segmentation Kotler (1997) mentions market segmentation as a process of dividing the market into more

homogeneous consumer groups, where each consumer group can be selected as a target market to be achieved by the company with its marketing mix strategy.

Target (targeting) is choosing one or more market segments to enter or how the company optimizes a market and in determining the target market the company must use the concepts of priority, variability and flexibility (Kotler, 1997). Priority is used because a company can never serve everyone in the market. Meanwhile, the concept of variability is used when facing a situation of increased competition, because companies cannot provide the same service to everyone who will be prioritized. Position (Positioning) An act to design the company's offering and image so as to create its own place and value in the minds of consumers.

## **Results and Discussion**

### **A. Segmenting**

Geographical segmentation. Where in this case PinkShoes which is located in Kebumen City, Central Java. The location is a strategic place considering that there are only a few competitors around this location who sell original shoes. The location can also be said to be far from the direct official store which takes approximately 2 hours more by covering a distance of 98.6 km (Pada, n.d.).

Demographic segmentation for the target market based on age, PinkShoes takes the target age from adolescence to adulthood by covering all circles, especially in this case men (Lovelock & Wright, 2012). Psychographic segmentation. For psychographic segmentation, PinkShoes has a market segment for original brand lovers where the products sold are 100% original products.

### **B. Targeting**

The main target of PinkShoes is all teenagers and students in Kebumen city with a target customer who loves original products but even though they are original, the products sold at PinkShoes still rely on lower prices than direct stores (Hasibuan & Hasibuan, 2016).

### **C. Positioning**

Pinkshoes cooperates with Distro Gimmeback as a partner for offline shoe sales because it is a strategic place because it is one of the best-selling distros in Kebumen City (Haus & Smolensky, 2013). For its own positioning, with the original product sold, namely the best-selling brand shoe brand on the market, by entrusting the product to the store, it becomes an advantage by PinkShoes because the branding of Distro Gimmeback is already very well known in the wider community so that it has a very positive impact on PinkShoes sales later.

### **D. Problem Identification**

#### **1. Educational programs regarding original shoes are less successful.**

Education programs regarding shoes are less successful because it is influenced by geographical factors far from big cities and the people's perspective on original shoes (di Perusahaan, 2007). Collaborating with influencers with education turned out to have no significant effect. This can be seen from the fact that when they come to the store they still ask why the price is more expensive than other shoes with the same brand.

#### **2. Modal yang terbatas untuk anggaran promosi dan untuk belanja barang dagang.**

Limited capital for promotion and shopping for merchandise can result in the company running not according to planning, because it can hinder the

company's operations. Pink Shoes work together to make a purchase but payment is made when the product is sold. And the budget can be done to increase the cost of promotion through digital platforms. This strategy works when coupled with discounts, when prices return to normal sales also fall.

### **3. Consumer demands are always different and changing**

Trends in the world of fashion always change with a time that is difficult to guess (Muda, 2017). So Pink Shoes always tries to adapt to these changes. The fashion world has changed from fashion to other fashions, as well as shoes that are changing models that are trending (Kotler & Armstrong, 2010). By updating information and forecasting by always updating information, one of which is through influencers. Namu from customers who also update information about trends still tends to be limited in number, so Pink Shoes are still able to meet the changing needs of the existing market.

### **4. Difficulties in maintaining customer loyalty**

Loyal customers can be obtained from collecting data every purchase made. Dri the data we know that almost all are new offenders. From these problems by prioritizing service. Pink Shoes provides a warranty for products that are proven to be fake or not original and by being able to exchange for a size if it is not suitable. And make a loyalty card or customer loyalty card so that it is expected to trigger customers to make purchases back on Pink Shoes. But until now no one has made a repurchase more than 4 times.

## **E. Troubleshooting**

### **1. Educational programs about original shoes are less successful**

The lack of education about original shoes in the area of business operations is of course a big threat. Because in Kebumen district, many people don't know the difference between original shoes and fake shoes, or better known as "kw". Shoes that are not original don't cost much from the original market price, but have a much different quality. So basically, people only see on social media the characters they like, and look for what to wear, so they tend to buy fake shoes because they only see similar shoes at low prices, without confirming the quality of the shoes. Besides that, some of the disadvantages of buying non-original products are actually illegal actions, and are a form of disrespect for their creators. This also happened to Pink Shoes, because in the comparative observation between those who use original shoes and "kw" there are still many who use kw shoes. And after education was carried out, it did not have a significant effect, but many people still use kw shoes, especially teenagers who are entering high school. So that from these educational activities can be said to be less successful.

In overcoming this problem, namely by always creating educational content through social media, or when up selling when customers come about how "pricetige" it is when using original products, and the benefits when buying shoes from Pink Shoes. Collaborate with local influencers to educate. This was done from the start of moving the business into operations, but this also did not give a significant effect because for the Kebumen area there were too many local influencers who had different segments. Next, we re-upload from influencer reviews which we adjust to the market segmentation of PnkShoes business activities. This turned out to have an effect on sales along with giving discounts. This was quite helpful during the pandemic to close operations.

## **2. Limited capital for product development and promotion**

One of the problems in a company is limited capital. This can result in the company not running according to plan, because it can hamper the company's operations. In the business process, Pink Shoes experienced a slight delay with capital, because capital only came from investors, without debt. In order to be competitive, it is necessary to have a budget for product development and promotion. However, during this pandemic it was very difficult to increase capital, due to the absence of investors and limited financing from banks.

In overcoming this, Pink Shoes tries to work with distributors to do "paylater" so that it is agreed to pay when the product is sold, and the distributor will agree to the availability of the ordered goods. So that more costs can be allocated for promotional costs. Promotion is done by advertising products on Instagram and Facebook AdSense. And this was quite successful, coupled with the discounted price that was made, but when it was returned to the normal price, sales decreased again.

## **3. Consumer demand is always different and changing**

In the world of fashion, there are changes from one mode to another, as well as the changing models of shoes that are currently in trend. Fashion trends, especially shoes in Indonesia, can change every month. Fashion trends are new ways of dressing, up to date and keeping up with the times. Fashion trend is also a person's lifestyle that is applied in the way a person wears clothes, accessories, or even in the form of hairstyles and make-up. At present, the development of fashion in Indonesia is very rapid, which is followed by changing trends. The impact of these fashion developments, of course, makes people inevitably follow the existing trends. In fact, it's not just following, but it has become a necessity for today's modern society to look trendy and stylish.

With the development of media, both print and electronic, to the internet, which acts as a provider of information to the public, it also influences the public to follow trends, apart from the demand factor of society which has made fashion a necessity. Based on some of the opinions of the experts above, it can be concluded that fashion trends are clothes or clothes that are being discussed or used by many people in society. So that in this case it is necessary to update information and do forecasting, this can be identified, one of which is by updating information through influencers. From this information, PnkShoes always tries to meet consumer demand, but customers who update information about trends tend to be small, so they can still meet changing market needs.

## **4. Difficulties in maintaining customer loyalty.**

Gaining trust in running this business is very important, because with customer trust, they don't hesitate to buy the products we offer. Because in the business activities that we observe, the first question that arises is "is the item kw/fake?". So that it becomes one of the basics in this business, when you have won trust even though the price is a little higher, customers will still choose our products. However, in the process many customers buy our products but only when there is a discount or price cut. However, after prices returned to normal, sales declined. We can see this customer loyalty from the incoming data from customer data, as well as from existing online buying and selling platforms. This customer loyalty can be seen from the incoming data from offline recording and sales through digital sales platforms. This is done by asking for WhatsApp or

email numbers to send sales notes to customers and provide information if there are promotions in the future.

The solution to these problems is to maintain and add to the main services for customers. Pink shoes guarantees products for kw goods to be exchanged for 2 pairs of original shoes and for the wrong size it can be exchanged for the appropriate size. And this is done by making a loyalty card or loyalty card which is expected to trigger customers to repurchase our products. But for loyalty, so far no one has made more than 4 repurchases.

## **5. Business Evaluation**

Pink Shoes shoe business in running its business to maximize sales and profits. The plan, with a focus on the selection for marketing strategy. Basically, there should be more up-to-date information so that the models that will boom can already be predicted. And sales are done conventionally and online. For characteristics, maybe we will focus on rare so that the market sought is not only for residents of the business operational area, but throughout Indonesia. So the market will always be there.

Have an interesting concept, take advantage of virtual connections and social media, use the closest partners and find new customers. Finding information and processing information that will be promoted is one of the important things, because it is related to the world of fashion which always follows the existing trends. To overcome the problem of lack of public knowledge, we always educate with content on social media so that people know how proud they are to wear original shoes. this will have an indirect effect as marketing as well, namely trust in the customer.

Based on the results of the business evaluation that has been carried out, then Pink Shoes Shoe Store plans to develop a strategy, especially in marketing by collaborating with brands or with local influencers. And opened a new branch in a different city and remained at the same concept with the current sales concept. It is hoped that in the future Pink Shoes can further develop by expanding its branches. Apart from that, it is also necessary to look for new suppliers who have stock of rare shoes, because many customers are looking for rare shoes, even though the prices are quite expensive, Pink Shoes themselves are starting to be trusted by customers because they are able to provide rare shoes at reasonable prices (Alimudin, 2017).

## **Conclusion**

In the early stages of generating ideas and business plans, it is important to carry out several analyzes including analysis of market aspects to determine existing business potential. It is also followed by making a Business Model Canvas analysis in compiling important points in making a business that not only sells a product but also provides a service. When all aspects of the initial business plan have been analyzed, the company can conclude what Marketing Strategy is appropriate and carry out step-by-step planning properly and purposefully. Presenting new innovations with promos every month can help companies get and retain new customers.

However, in practice the company's growth was hampered due to the Covid 19 pandemic, so adjustments to existing strategies were needed. So it is focused on surviving to face the covid pandemic. Customers of Pink Shoes shoes are mostly new customers, at this time for marketing we are focusing on new customers. For old customers, when there are discounts at certain moments and new products, they always

follow up via broadcast via wa business, which has been included in the customer data for those who already have a loyalty card. With the existence of several programs for marketing strategies, sales have increased but when they return to normal prices they have fallen again, so that in the future a strategy is needed to boost sales. During the pandemic PinkShoes did not get the profit as expected, but with the existing strategy it was able to survive and adjust to government regulations regarding community mobility, COD was carried out and focused on online sales so that it had not been done for additional employees.

Pinkshoes in the implementation of business activities is always carried out according to plan, but for the results there are still things that need to be done for adjustments and improvements so that they can compete with others. In implementing Pinkshoes' business activities, it experienced several problems: The education program regarding original shoes was not successful, so collaboration with influencers with education did not have a significant effect. The limited capital for promotions is solved with the Pink Shoes solution, namely working together to make purchases but payments are made when the product has been sold. And the budget can be made to increase promotional costs through digital platforms. This strategy works when coupled with price discounts, when prices return to normal sales also fall.

And consumer demands are always different and changing, Pink Shoes always tries to adapt to these changes. In the world of fashion, there are changes from one mode to another, as well as changing models that are trending. By updating information and forecasting by always updating information, one of which is through influencers. However, the number of customers who also update information about trends still tends to be limited, so that Pink Shoes is still able to meet changing market needs. Providing warranty for products that are proven to be fake or not original and by being able to exchange for sizes if they don't fit.

And make loyalty cards or customer loyalty cards so that they are expected to trigger customers to make purchases again at Pink Shoes. But until now no one has bought back more than 4 times. Finally, companies need to be sensitive to existing environmental changes, such as with the Covid-19 Pandemic, companies must be able to see what innovations can be made to save company sales. Presenting a sales concept with new ideas, can be a company solution to be able to continue to exist in the midst of an existing pandemic.

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