

### Competition analysis:

These are shoe companies that offer the same type of retail services:



AVARCAS USA – Leather Sandals Handmade in Spain – this company is almost identical to AVARACAS 101

### Strengths:

- - The company's website has links to their social media platforms on the landing page of their website;
- - They offer leather open-shoes for everyone, for men, women, and little ones;
- - They have photos of parents with their little ones on Instagram, thus targeting population of parents with kids;
- - They do international shippings as well, as the inventors of the company come from Spain, that makes sense;
- - They have physical retail stores all around the USA, and other countries, specifically

they have stores in Alabama- AL, Arizona – AZ, California – CA, Colorado – CO, Delaware – DE, Florida -FL, Georgia- GA, Hawaii – HI, Iowa – IA, Idaho-ID, Illinois - IL, Indiana-IN, Kansas-KS, Kentucky -KY, Massachusetts-MA, Maine-ME, Michigan-MI, Minnesota-MN, Missouri-MO, Mississippi-MS, Montana-MT, North Carolina - NC, Hew Jersey-NJ, Nevada- NV, New York-NY, Ohio-OH, Oklahoma -OK, Oregon-OR, Pennsylvania-PA, Rhode Island-RI, South Carolina-SC, South Dakota-SD, Tennessee-TN, Texas-TX, Utah-UT, Virginia-VA, Washington-WA, Wisconsin-WI, Mexico (Baja California – BCMX), Canada (Alberta-AB, British Columbia-BC).

- - They offer Espadrilla shoes besides their original AVARCAS shoes;
- - They did collaboration with lifestyle brand and design studio, Oh Joy! -

#### Weaknesses of AVARCAS USA:

- - No videos of actual process of how they are making shoes;
- - They don't carry any missions;
- - They don't offer any accessories like, just shoes and market bags;



## Alepel

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#### Strengths:

- - Genuine leather footwear considers to be a luxury material and tend to be of better quality than rubber shoes;
- - They use hand paintings on their shoes;
- - They included COVID-19 initiative which is very relevant issue now.

They do different collaborations with well known brands, influencers and non-profit organizations such as

**for children with critical illnesses),**

-

**- They offer a gift card**

## Weaknesses:

They don't have direct links to their social media platforms on their home page on the website;

- Do not offer affordable International shipping; - Do not offer shoes for men, and kids;
- There is no sale or markdown tab

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**Verbenas USA** – The products they make are the result of their cultural heritage. They learned the art from traditional craftsmen, and they fused that knowledge with the latest fashion trends. Designed in Spain and made in Spain. They're proud to be spreading Spanish character all over the world.

Verbena. (From Lat. Verbena)- Typical Spanish party celebrated day or night with friends, music, and tons of fun.

**Strengths & SWOT analysis:**

- - They offer a wide variety of shoes for both men and women: sandals, platforms, slides, loafers, sneakers, wedges.

- - They have direct links to their social media platforms (Facebook, Instagram) on their landing page
- - They have a blogging page on their website;

### Weaknesses:

- - They are represented just on two social media platforms;
- - Do not offer shoes for kids;
- - Do not have any video materials on website, Instagram, and Facebook.
- - Their Instagram page does not look developed enough;

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