

ABSTRACT

BATA is a household name for durability since time immemorial. Now it is new pick for style and choice of size. And this transformation from being a traditional shoe company offering sturdy yet old-fashioned footwear to one with a range of styles to match every need and occasion have been coming through a deliberate and well thought out marketing strategy. The change in demographic profile of the customer and shift in preference for footwear has forced many companies to look beyond the traditional, in marketing and in product choice. The preference for more fashionable footwear among the younger generation is only bound to increase. This timely change in its outlook is about at a time when the quality footwear manufacturer has realized that it is losing its foothold in a market where it had once been the undisputed leader

Key Words: Positioning, Preference, Quality, Durability, Footwear Market