Mission Statement

Our mission is to concur the earth by offering appropriate foot gear that will kick it to submission.

Objectives

* To look search for new client
* To convert the new clients into customers
* To retain the customers in our database
* To be among the top shoes company in the states

How to achieve the objectives

* New clients will be wowed by new products covering every person’s need.
* The new clients will be given different awards including coupons to converts them to customers of the company.
* Retaining of the customers will be done by offering prices to longtime customers inform of shopping vouchers among other prices
* Being the top brand in this industry will be achieved by offering a wide variety of products that are cheap. Moreover, there will be services like free delivery, direct communication with customer care through our portal and constantly updating our new arrivals stock.