

Apr 15th, 4:00 PM - 4:15 PM

## BSG: Strategic Decision Making for an Athletics Footwear Company

Mekdi Yilma  
*Dominican University of California*

**Survey: Let us know how this paper benefits you.**

---

Yilma, Mekdi, "BSG: Strategic Decision Making for an Athletics Footwear Company" (2016).  
*Scholarly and Creative Works Conference 2020*. 102.  
<https://scholar.dominican.edu/scw/scw2016/AllConference/102>

This Event is brought to you for free and open access by the Student Scholarship at Dominican Scholar. It has been accepted for inclusion in Scholarly and Creative Works Conference 2020 by an authorized administrator of Dominican Scholar. For more information, please contact [michael.pujals@dominican.edu](mailto:michael.pujals@dominican.edu).

# Abstract

To: Prof Jacob Massoud

From: Mekdi Yilma

Date: February 29<sup>th</sup>, 2016

Course: BUS 4980 Business Policy & Strategy

---



## **Anchor, a Global Athletic Footwear Company, Strives to Fortify Brand Recognition**

Anchor's vision is to be the primary provider of athletic footwear in the four regions: North America, Europe Africa, Asia Pacific, and Latin America with variety of models at affordable prices. We hope to strengthen our brand by

- Surpassing the expectations of our customers in creating diverse line of shoes used for major league and other recreational sports
- Maintaining a strong retention rate especially with our retailer clients
- Yielding a faster delivery time than competitors
- Continuously upgrading quality (—a footwear with high performance and attribute)
- Creating a corporate culture which embraces hard work, innovative problem solving skills, and mentorship opportunities
- Enlarging our stakeholders value (i.e. Anchor employees, retail and online customers, shareholders, and our community where our headquarter is located, Dominican University)

## **We Provide Our Customers with High Performance Attributes and Premium Customer Service**

Our mission statement is to offer our customers with an athletic footwear product that has desirable performance attributes such as impeccable quality, enhanced features, comfort and its diverse assortment of vibrant colors, trending styles, and exclusive designs. We are becoming a sporting lifestyle company who pride ourselves with providing an enjoyable 'shoe-selecting' experience.

### **Slogan:**

Anchor, Always Keeping You Strong & Stable

The Rock Shoe that Never Lets You Down

**Our Company Demonstrates its Core Competencies in 5 Areas**

- Outsources from Asia Pacific plant and employ early expansion tactic in that region
- Obtains strong market share in private labels
- Applies careful analysis before decision making
- Shows respect for each employee
- Exudes drive for success and passion for customer satisfaction

**Anchor Sets Short-term Strategic and Financial Goals to be Completed Before Year 15**

In the coming couple of years, we will increase our production capacity, bid on endorsement for celebrities that have higher influence in Latin America while expanding our marketing budget, and grow our retail support to continue ensuring our competitive vitality. By Year 15, we target an EPS of \$8.00, ROE of 22% & Stock Price of \$130.