

Market For Shoes

INNOVATION



a shoe company wanted to expand its business. The top management decided to send a team of marketing professionals to assess market feasibility in a remote, small and poor region. After a study of about two months, the team sent a report that there was no market for shoes

in that region because no one wore shoes. Another shoe company also sent its marketing team to the same place. After a study of about two months, the team concluded that the place had a great market potential because no one wore shoes.

*Opportunity never knocks on the door.
You have to knock opportunities' doors, and they are all around you.*
– Thomas J. Watson