

# YOUR ULTIMATE GUIDE TO STARTING A **SNEAKER MOB**

HOW TO START UP AND GUIDE TO DRIVING FROM PLACE  
TO PLACE, SELL IN FRONT OF PEOPLE



**LANORRIS ROBERTS**

## Table of Contents

INTRODUCTION .....	4
CHAPTER ONE.....	5
Be Your Own Boss.....	5
CHAPTER TWO.....	13
Business Legal Structure .....	13
CHAPTER THREE.....	21
Choosing Your Business Name.....	21
CHAPTER FOUR.....	24
What Sneakers Brand Should I Sell .....	24
CHAPTER FIVE.....	27
Mobility to Different Locations to Sell .....	27
CHAPTER SIX .....	32
Get Your Message Out.....	32
CHAPTER SEVEN.....	39
Finance .....	39
CHAPTER EIGHT.....	43
Where to Find Wholesale Sneakers. Online or walk-in Store? .....	43
Conclusion .....	47

**Copyright © 2024 Lanorris Roberts.**

**All rights reserved. No part of this  
publication may be reproduced,  
distributed, or transmitted in any form  
or by any means, including photocopy,  
recording, or other electronic or  
mechanical methods, without prior  
written permission of the author,  
Lanorris Roberts.**

**First Edition: September 2024.**

**Printed in the United States of America**

# INTRODUCTION

In recent years, the world has witnessed an increase in the number of individuals breaking free from the traditional 9-5 jobs and creating something for themselves. Becoming your own boss involves aligning your passion with business and striving for financial freedom. Being the boss yourself allows you the flexibility to align your dreams and make decisions to build something of your own.

Starting a sneakers business can be a great opportunity for someone with a passion for sneakers and an entrepreneurial mindset. Sneakers are not just footwear; they have a broader audience in both fashion and athlete's enthusiasts. The sneakers business offers a wide range of customer reach because they are made to suit different price points, from affordable everyday shoes to high-end and limited editions.

## **What, then, is a sneaker mob?**

A sneaker mob is a mobile business that sells sneakers out of a van, trailer or truck. In business light, sneaker mobs can be explained as a sneaker business model that moves from one place to another, selling sneakers. It is a business model that is fun and promotes the sneakers culture.

This book is a simplified guide on how to start a successful sneaker business and tips to sell to customers directly.

# CHAPTER ONE

## Be Your Own Boss

Why should you be your own boss? I'll say that it comes with a lot of benefits. It allows you to pursue your passion, become self-employed, give you total control of your career and along the line, create job opportunities for others as you expand. Having your own business provides the freedom to make decisions, set schedules, and not rely on someone else



to do that. The advantages of becoming your own boss are limitless and cannot be overemphasized. Below are some of the key benefits of being your own boss:

1. **Control:** You have the overall control of where to source your sneakers from, the brand, pricing, how to market, and the overall decision of the business.

2. **Flexibility:** You set your schedules as you want to create room for other activities. When running a mobile sneakers business, you can decide the location to visit and when to visit. Hence, you can maintain and sustain a good work-life balance.
  
3. **Potential for Unlimited Income:** In business, your income is not capped like in a traditional job. The amount of profit you can make is unlimited. The more work and effort you put in, the more mind-blowing results/income you can get. Though sometimes, more effort might not directly lead to more results, with the tips you will get in this book and strategic positioning, you are sure to tip the scale in your favor. In a traditional job, the amount of profit you can make is unlimited. The more effort you put in, the more the profit.
  
4. **Personal fulfillment:** Successful business owners cannot quantify the level of fulfillment they get from their businesses. Seeing a business grow from the idea stage to fruition is a feeling that can only be understood when you experience it.

## The mindset of a Successful Entrepreneur

Before starting any business, having the right mindset is important. Before hitting the road with your sneaker mob, you should understand that the sole responsibility of the success or failure of the business begins with you. Here are important things to practice and keep in mind as an entrepreneur:

- **Passion:** Passion is an essential ingredient in business. To run a successful Sneaker Mob, your passion/love for sneakers will be the fuel to drive the business to success. It'll keep you excited about doing the needful to ensure the business thrives.
- **Self-discipline:** As the owner of the business, it is very easy to slack, knowing that you're not answerable to a superior. To ensure you meet your business goals, you must learn time management and ensure self-discipline.
- **Adaptability:** Sneakers business is dynamic, and to thrive, you must be ready to adapt to new trends, customers' needs and unforeseen market conditions.
- **Resilience:** To be successful, you have to learn to be resilient. The road isn't smooth: challenges are inevitable. As a beginner, you'll face challenges with competitors, keeping inventory and others. However, the ability to withstand and overcome these challenges while moving forward is what you need.

## **Building Your Sneaker Mob**

Now that you've got the right mindset, what next? Here are four (4) steps to follow to get you started.

### **Market Research**

Doing comprehensive market research is a crucial factor that can make or mar the success of your business. So, you need to be sure you are doing it right. During market research, there are certain questions to ask. Questions like the current trend, customer preference, type of customers, and brands that are in high demand will help you narrow down the choices of stocks in your inventory.

#### **1. Source Inventory**

There are numerous suppliers to work with. Ensure the ones you choose are registered, genuine and reliable. You can also work directly with the manufacturers or wholesalers for better deals.

#### **2. Route**

Because the business is mobile, you have to find strategic routes with more foot traffic. Other great locations can be campuses, events and festivals, or a busy shopping district.



### **3. Setting Up Mobile Store**

Whether you're selling directly from your car or a van/truck, ensure functionality and have a catchy display. Invest in good lighting to illuminate the vehicle. It helps bring out the vibrant colors and designs of the sneakers on display. You can have different sneakers' illustrations painted around the car. You can also use a portable public address system to play music and attract attention.

### **4. Marketing Plan**

Marketing plays a huge role in creating more visibility and, in turn, bringing in more customers. Social media is a great marketing tool. You can also use quality fliers to attract customers. Offering discounts can also pull in a reasonable number of customers.

## **Selling On the Go**

After setting up your Sneakers Mob, the next line of action is mastering the art of mobile selling.

*Here are some tips:*

- **Customer Engagement**

Every customer is a potential returning customer. Welcome them and engage with them. Ask them about their sneaker preferences. Offer the help they need, and if need be, make suggestions based on their style.

- **Unique Product**

The type of sneakers you sell can be your competitive advantage. You can offer unique, high-quality, and limited-edition sneakers. Customers are more likely to patronize you if they can't find such designs elsewhere.

- **Quality Customer Service**

Always be polite and welcoming. Some customers come back to you because of how you made them feel. Go the extra mile to help and interact with them in a friendly manner. Ensure you respond to inquiries on time.

- **Social Media**

With the help of social media platforms like TikTok and Instagram, you can create a buzz around your business. You can also use it as a tool to showcase your inventory, announce new arrivals, and share locations.

- **Scaling Your Business**

After you have successfully gotten your sneaker mob business up and running, the next step is to think about how to scale up. Here is a simplified way to do that:

- **Inventory Expansion**

The more the business grows, the more sneakers you have to buy and stock. Expand on the varieties in your inventory. This will increase potential sales and attract more customers.

- **Hire Workers**

The more your sales increase, the more you'll need a helping hand. Depending on the capacity, you can hire two (2) or more people to help with driving, sales, and inventory. It will allow everyone to focus more on their role.

- **Explore**

Explore more options like new locations, attending larger events, and trade fairs. At this point you can go

ahead to franchise your business model to other sneakers enthusiasts that want to venture into the business.

- **Branding**

The more your business grows, the more you need to invest in branding. To establish a strong and reputable brand identity, invest in a professional Logo, business card, and website.

## CHAPTER TWO

### Business Legal Structure

#### Find a Legal Service in Your Area or Online Service Companies

Having a mobile sneakers business, just like other businesses, is exciting and presents you with endless possibilities.



Before venturing into the business, you will need a strong legal foundation. Choosing the right legal structure for your business plays a crucial role when seeking loans, taxation,

and personal liability. This chapter will further explain the different business legal structures and how to choose the best suit for your sneakers business.

#### **Business Legal Structure**

There are different options to choose from. Each legal structure has advantages, disadvantages, limitations, and implications for the overall business operation. The most common business structures to choose from are as follows:

- **Sole proprietorship**

This is the most simple and common type of business structure that most new business owners use. All the decision-making processes, ranging from inventory selection, pricing, and marketing to the day-to-day operations, rely solely on you as the owner. Because of these freedoms, you can easily adapt your business model to changing market conditions without requesting approval from anybody. Sole proprietorship is easy and straightforward to set up. All taxes and expenses are recorded as your personal tax. Hence, it makes the process of tax filing relatively easier.

Although it has many advantages, the risk of debt and loss of assets in terms of a loan lies solely on you. This means that if the business faces a lawsuit or incurs debt, your personal assets might be at risk.

Raising funds and attracting investors can be challenging but with a good credit score, you might be able to qualify for some loans.

- **Partnership**

Partnership, just as the name implies, is owned by two or more people. The responsibilities, profit, loss, and management lie on all the partners. The partners can either be limited or unlimited.

One of the major advantages of partnership is that all partners will pull their resources together. Just like sole proprietorship, the business itself does not get taxed; rather, the partners pay their respective taxes. Each partner is liable to the business loss, debt or legal obligations. When there are two or more people involved in decision-making, there is a chance of disagreement. In partnership, some disagreements can lead to complications that affect the business negatively.

- **Limited Liability Company (LLC)**

LLC can either be owned by one person or in partnership with others. It covers both the liability protection and tax of the sole owner or the partners. One major advantage of an LLC is that the owner or partners are not personally liable to the company's debts. The LLC is treated like a separate legal entity that is different from the owners. LLC provides the luxury of choosing the type of taxation you want. So, you can optimize tax obligations based on the size of your business, your income, or your growth plans.

You can be taxed as a sole proprietorship, partnership, S corporation, or C corporation. Operating an LLC gives customers and investors more credibility about your venture. To set up an LLC, you'll need more paperwork than a sole proprietorship or partnership business model. There are fees to pay, which can vary depending on the country or state you are registering the business.

- **Corporation**

A corporation is an independent entity. It is independent of the owner, partners or shareholders. The entity is liable for its responsibility and tax obligations. It can own assets, properties, and can be sued. When starting a corporation, be rest assured that your personal assets are safe from any liabilities or debt that may arise from the business. You can easily raise more capital with this business structure by issuing stocks. The business can still continue even after any shareholder decides to retire or leave. However, this involves significantly higher costs and complexity. So, you have to weigh these factors when deciding if incorporating your business is the right move.



- **S Corporation**

This is a type of Corporation that allows profit/loss to be passed directly to the owners. S Corporation checks the issue of double taxation. You will also enjoy a limited liability. However, not all businesses will qualify under S Corporation because of the rules and regulations surrounding it.

## **How To Find Business Legal Service**

Finding the right legal service for your business is crucial for protecting your interests, ensuring compliance, and addressing any legal challenges that might arise.

### **Determining Your Legal Needs**

**General advice:** Having a law firm or attorney that specializes in business law will be helpful if your business requires ongoing legal support for issues like contracts, business formation or intellectual property.

**Specialized Services:** Having a law firm or attorney that offers specialized services like tax law, employment law or litigation can be beneficial for your business when the needs arise.

### **Research Providers**

You can search online directories like [avvo.com](https://www.avvo.com), [martindale.com](https://www.martindale.com), [findlaw.com](https://www.findlaw.com), etc, for detailed profiles, reviews and ratings of attorneys.

Another efficient way is to contact your local bar association for a comprehensive list of attorneys available in your area. Websites like [americanbar.org](https://www.americanbar.org) can direct you to local bar associations and other relevant resources for finding a lawyer.

Personal referral is one of the best ways of finding trustworthy attorneys. So you should ask for recommendations from other business owners, colleagues, or industry professional.

You can use online legal services like [legalzoom.com](https://www.legalzoom.com), [rocketlawyer.com](https://www.rocketlawyer.com), or [upcounsel.com](https://www.upcounsel.com) to work with lawyers available on the platform.

### *Evaluate and Compare Options*

Look for attorneys who have decent experience in your niche. Ensure you check their ratings and reviews and be sure you are willing and ready to work with them. Verify the credentials of the attorney, including the certifications. Lastly, ensure the attorney you eventually decide to work with is responsive and communicates clearly.

### **How To Choose the Right Business Legal Structure**

Here are some key conservations for choosing the right business legal structure.

If you plan on separating/protecting your personal assets from the business, consider starting either an LLC or a Corporation.

Check the impact of each structure's taxation and the impact on your business.

Structures like corporations and LLCs are more complex to run. You can start with an easier structure and change when the business grows. If you plan on raising capital or attracting investors, then the right structure is a corporation. If you want to remain in control of the business, sole proprietorship and partnership will give you that.

The right business structure is instrumental to the success of the business. You can choose a structure and further seek the expertise of a professional. Because the choices you make today will have an impact on the business in the future.

## CHAPTER THREE

### Choosing Your Business Name

Every business has a name. Your business name should be relevant to your niche, unique and something that can easily be remembered. Your business name should resonate with your target audience and reflect the culture of the community you are trying to build. Also, ensure your preferred business name isn't in use or even registered by another business owner. If you use a name that is already registered, it can lead to legal trouble or trademark infringement.



Let me guide you on how to come up with a business name and ensure no one is using it.

- **Brainstorm**

Brainstorm different names that can reflect your brand's identity. Keep it simple to pronounce, spell, and remember. Shorter names are more impactful and easier to remember. Consider adding catchy phrases or street slang to help resonate with other customers. You can seek advice from friends and family. You can also get name inspiration from movies, books, or online.

- **Check Domain availability**

Because of digitalization, it is important to have an online presence. In light of that, ensure you check online if the domain name is available before finalizing the business name. It will be nice to have the same brand name and the same domain name or, at the very least, a closely related variety of the brand name. Also, check different social media platforms for possible businesses using the chosen name.

- **Check Trademark availability**

After finalizing a name, ensure you check online if another business has trademarked the name. If you plan to expand internationally, also check the international trademark database. If the name hasn't been used by anyone, consider registering it to legally protect your business.

After successfully registering your brand name and trademarking it, create an online presence on your desired social media platforms like TikTok, Instagram, and Facebook. This way, you have all right to that name and can sue anyone who uses the same name in the future.

### **What To Do and Not Do**

- Keep the name simple and impactful.
- You can include sneaker-related keywords or the mobility aspect of your business in your business name.
- Ensure the name isn't trademarked.
- Avoid overly-specific names that might limit your business scope in case you want to expand your products in the future. Also, try to avoid geographical location-specific names in case you are planning to sell outside your current location.

## CHAPTER FOUR

### What Sneakers Brand Should I Sell

There are different types and designs of sneakers in the market. Choosing the best types of sneakers to start your mobile sneaker business can be challenging. A lot of factors like the type of customers you want to attract, location, and business model can affect the type of brand.



Mobile business means you get to meet your customers in person; hence, it is important to understand market demographics and preferences. There

are many sneaker brands to choose from, but here are some sneaker brands to choose from for your mobile sneaker business.

#### **Popular market brands**

These types of sneakers are best for budget-friendly customers. They are globally recognized brands and have a large number of audiences. Examples are Puma, Nike, and Adidas. Nike is famous for its designs and collaboration with fashion icons and athletes.



It has a wide range of price points that cater to a variety of customers. Adidas, on the other hand, has gained popularity with its unique sportswear and streetwear lines. It combines both fashion and comfort. Adidas also have partnerships and collaborations with international celebrities like Stan Smith. Fans will always like to buy brands associated with their favorite celebrities. Puma also has a strong presence in the sneakers market. They have different stylish designs that appeal to a younger, fashion-conscious crowd and are budget-friendly.

Converse is another brand you can consider. Their products are versatile and appeal to a wide audience.

Asics, known for its performance running shoes, appeal to athletes and those who prioritize comfort and functionality.

### **Designers Sneakers**

If your target audience is more affluent, then selling high-end designer sneakers is your go-to option. Examples are Gucci, Balenciaga, and Alexander McQueen. These brands are for those who are willing to spend more on luxury sneakers. Gucci Sneakers caters to customers seeking high-end fashion. Their designs are stylish and luxurious. Balenciaga offers bold designs and is known globally as a luxury brand. Their sneaker is mostly used by fashion influencers, celebrities, and trendsetters.

### **Fitness-focused consumers**

If your target customers are athletes and fitness enthusiasts, consider brands like New Balance, Brooks, or Under Armour. They offer features that are comfortable to carry out athletic activities. These brands are popular among runners. Under Armour has a wide range of sneakers to appeal to athletes with more focus on basketball players.

### **Eco-friendly brands**

For more sustainability, there are various brands like All Birds, Veja, Nike, and Adidas that make eco-friendly sneakers. If your target audience is the environmentally conscious customers, the above-mentioned brands should be your consideration. Veja brand pride in the use of eco-friendly materials to produce their sneakers. They use materials like wild rubber and organic cotton. All Birds use materials like merino wool and eucalyptus. Nike and Adidas also have eco-friendly sneaker options, which they came up with to reduce carbon emissions and promote sustainability. The target market and choice of brand must align to succeed. If you plan to cater to a larger number of budget-friendly customers, opt for Nike and Adidas. For affluent customers, go for brands like Balenciaga, Gucci, and other high-end brands. However, when going for eco-friendly sneakers, it sets your market apart.

## CHAPTER FIVE

### Mobility to Different Locations to Sell

A mobile sneaker shop is different from the traditional store model sneaker shop. Unlike in the traditional store model, where your customers come to you, in this model, you go to your customers rather than them coming to you. As a result, there are key logistics, strategic, and operational factors to consider that will ensure the smooth sailing of the business mobility. To stand out, here are some tips to put in check:

#### **Vehicle**

Choosing the right vehicle for your business is very important



because it represents the heart of your business. It serves as a means of moving your goods and also a store.

You'll need a display rack or glass for the sneakers. The size of the vehicle should be able to accommodate that. An ideal vehicle for this type of concept is a van, truck, or trailer. However, other smaller cars are more flexible when you think of parking space and mobility around certain areas.

The interior of the vehicle should be designed, have full lighting, be organized, and arranged to give a professional look. Also, consider the option of having a few customers inside the vehicle. The body of your vehicle also serves as a form of advertisement. Find a customized business wrap or paint the business logo. Also, add the business's social media handle and other contact information. Ensure the vehicle is secured with Cameras, GPS trackers, and locks to avoid theft.

### **Route**

Because you're mobile, you have the opportunity to sell at different locations. However, it is important to plan the route and figure out strategic locations.

For example, if you're selling to athletes, consider places like parks, gyms, campuses, and sports events. You can also consider stadiums. Always be on the lookout for popular events and routes with a lot of foot traffic. These popular events attract a large number of people who can be your potential customers. You can have specific days when you visit certain locations. This creates consistency and allows customers to know when to expect you. While doing all these movements, ensure you check with the right authorities in case you'll need a permit.

## **Inventory**

There is a limit to the number of sneakers you can carry at a given time. Hence, you need an effective inventory management. As you set out for the day, you'll need to carry sneakers that will cater to different customer's tastes. Ensure you have sneakers that are in high demand because they are more likely to sell out quickly. You can use a mobile point-of-sale system to track real-time inventory. Because of the vehicle's space limitation, plan how often you'll need to restock. You can have a location where you sort additional inventory. It will make the restocking process easier and faster.

## **Customers engagement**

As a mobile business owner, you need to engage with customers on a more personal level. It also gives a different shopping experience than the traditional sneaker store business model.

Host pop-up events in collaboration with other business owners. Offer limited deals, display exclusive designs, and attend music festivals, sneakers conventions, and other business fairs to boost visibility and sales. Have a strong and engaging online presence. Some customers might want to check more options from your inventory and where your next location will be. Having a website or app can allow customers the luxury of pre-ordering and browsing through your collection.

### **Payment method**

In today's world, customers expect to have different payment methods. Offer as many options as you can. Mobile POS system works for a seamless card purchase. While it is good to encourage cashless transactions, it doesn't hurt to accept cash payments. You can use POS system to offer loyalty programs to customers. Such programs may vary from offering a discount on their next purchase or access to new collections. It will build a sense of loyalty with your customers and increase repeated business.

### **Logistics and maintenance**

Your vehicle is very important and needs constant maintenance. It is safe to say it is the business lifeline. Ensure you do the route checks for brakes, change oil regularly and have a maintenance schedule with a trusted professional mechanic. Do not also forget to factor in fuel and other maintenance costs when fixing prices for the sneakers. If you have plans to cover a larger geographical area, always look out for shorter routes.

### **Weather consideration**

Seasonal changes are inevitable, and because of this business model, you tend to be more affected than a store owner. With the right plan, weather changes will not negatively impact your business.

Have a tent or canopy to help shelter for a rainy or extremely sunny day. Heaters are also needed for cold days. It is also important to adjust your inventory accordingly.

### **Health and Safety of Customers**

Ensure the mobile store is clean and sanitized. Clean all surfaces regularly with disinfectants. Provide hand wash and hand sanitizers for customers. Provide disposable or plastic socks for customers who would like to try on the sneakers.

Also, invest in a surveillance system to ensure security and deter theft. Avoid dangerous and high- crime-rate locations, especially during odd hours.

A customer is presented with a unique opportunity with a mobile sneakers store that is unlike a traditional store. With all the above tips, you are sure to have a successful operation.

## CHAPTER SIX

### Get Your Message Out

To get your business out in the public, you have to put in a lot of work to attract the attention of your target customers and build brand awareness. Because of the business model, you



will need a different approach to get maximum results. Some strategies that can help you may include:

#### **Leverage Social Media**

With social media, you can have a wide reach to potential customers. Sneakers are shoes often used by young individuals and, likewise, social media. Having a strong presence will connect you directly to the consumer of your product.



- **Instagram:** With great visuals, you can showcase your different collections of sneakers. You can also share behind-the-scenes of your inventory and carry your audience along, making content or some behind-the-scenes of your operation. You can also use trending hashtags to increase the brand visibility and traffic.
- **TikTok:** Like Instagram, this is another social media platform that, when used properly, can increase your reach. You can post quality videos on inventory, such as a video of a customer unboxing the sneakers, or you can collaborate with influencers.
- **Facebook:** Facebook has one of the largest number of users in the world. You can use it to announce a specific location and when you'll be visiting there. It helps keep customers updated about your services.
- **Twitter:** Twitter can be used for quick announcements. You can announce your location, discounts, and special offers. You can also use trending hashtags to reach more people.
- **YouTube:** YouTube is ideal for creating longer videos. You can post different videos like tutorials on how to maintain your sneakers, different styles to lace your sneakers and so many more. With time, you can grow your YouTube page and attract your subscribers to patronize your products.

When using social media, you have to be consistent. Plan all the content in advance. Brainstorm and follow trends, and use trending songs and features to be at the top of the algorithm.

### **Business Cards**

Distributing business cards will help promote your brand, increase visibility and ultimately help drive more traffic to your locations. But how can you make your business card achieve all these?

- **Design:** Your business card will represent you when you are not there, so the design should be captivating. The design should reflect the style and culture of your sneaker mob.
- **Information:** Include your business name, contact details, and a QR code that leads to your store location or your social media page. Have a link to where your customers can check your location and see where you are. You can add that to the QR code feature as well.
- **Incentives or CTA:** Encourage actions like giving your customers a certain promo or getting a discount if they show up at your location with the business card.

- **Distribution:** You can distribute your cards at trade shows, sneaker conventions, and other relevant events. You can also target urban areas like gyms, cafes, shopping districts, and streets where your target audience hangs out. You can partner with local businesses that attract your target audience like gyms, cafes, barber shops, tattoo parlors, etc.

### **Search Engine Optimization (SEO)**

With the use of SEO, people searching for sneakers will be directed to your brand page. That is why having an online presence cannot be overemphasized.

- **Keywords:** Use selected keywords on your website and in content posts. This will help bring customers who search for those words to your page.
- **Google My Business:** Create a Google My Business profile for your sneaker business. Even without a fixed location, you can always use the edit option to update where you are and for customers to write their reviews. This will carry your customers along in knowing your location for each day.
- **Reviews:** Some customers check for online reviews before making a purchase. Encourage your customers to share their experiences and reviews on Google to help build trust with new customers. Always respond

to those reviews to show you are active and engaging.

## **Email and SMS Marketing**

Text messaging and emails are ways to reach your customers directly. It can be used to send messages on exciting updates and promotions.

- **SMS:** This is more suitable for time-sensitive or last-minute announcements. You can communicate with customers about location changes, flash sales, or limited discounts. SMS is very effective because people are more likely to see an SMS immediately than emails.
- **Newsletters:** During events and funfairs, collect customers' emails to send email newsletters or other information like new arrivals.

## **Collaborations**

Collaborations with influencers and celebrities can influence people's buying decisions. It automatically sways their fans towards your brand and, hence, increases visibility.

- **Influencers/Trendsetters:** There are influencers on different social media platforms. You can collaborate with those who have a low or moderate number of engaging audiences. They are more affordable and authentic to work with. You can offer them a free product or an agreed amount to promote the brand.

- **Athletes:** If you can afford local athletes or musicians, you'll be reaching a large number of audiences. Their endorsement also gives your brand a more legitimate outlook.

## Special Events

Customers may not come across your brand normally. However, if you attend pop-up events, you can easily showcase your business and gain new customers.

- **Launch event:** When you get new arrivals, choose a location and host a special launch. Target high-traffic locations.
- **Partnership with other businesses:** Partner with other businesses and host a funfair. Businesses such as coffee shops, streetwear boutiques, and gyms will form good collaborations.
- **Conventions/Festivals:** You can host sneaker conventions to draw in sneaker enthusiasts worldwide. This is an opportunity to promote your business, make sales, and network with other brands.
- **Word of mouth**
- This is one of the most powerful marketing tools. Satisfied customers often tell other friends or family members about your business. Creating a referral program will encourage customers to spread the word.

- Offer customers a discount on future purchases if they refer others to make purchases. You can also offer a discount to customers who purchase a larger quantity of sneakers. You can track each customer's purchase history using loyalty cards or apps.

# CHAPTER SEVEN

## Finance

Like every business, it is important to keep track of your finances and know what to include when fixing a price on an item.

*To track the business finances, you have to:*



**Have a separate business account:** When your personal account is the same as your business account, it makes it hard to track your business progress financially. It can also cause several complications when paying taxes. Knowing the profitability of the business also becomes a little bit complicated. To avoid all these, open a separate bank account dedicated to the business.

This way, all financial transactions carried out from the account are strictly business. You can easily track purchases, sales, and other expenses incurred by the business.

**Keep a record of every transaction:** Every sale should have a date, description, number of units sold, and price. You can use other accounting software to make the process easier. Break down all expenses into different categories. For example, product costs can be separated from operational costs and marketing costs. Keep all receipts intact for accurate bookkeeping.

**Management:** Have proper inventory and cash flow management. Inventory helps you know the number of sneakers you have in store. It also enables you to know the designs that sell faster. Cash flow will give you a clear insight into whether you're running at a loss or profit. It shows you the total amount of money that came in and out of the account.

**Set financial goals:** Set a goal for yourself. You can set weekly, monthly, and yearly goals. If you meet up with these goals, you'll then have to do more of the approach you used. If you fail to reach the goals, you sit back and brainstorm what the hindrances or challenges were.



## How can I price a sneaker?

For maximum profit and competitiveness, you must have a good pricing strategy. There are various costs you have to consider before you finally decide the price of a single pair.

- **Cost of Goods:** This is the total cost associated with purchasing the sneakers. It includes shipping costs, clearance costs, logistics, taxes, and packaging.
- **Operation cost:** These are the costs not directly tied to the sneakers. They include transportation, marketing, data consumption for online presence, advert cost, influencers charges and so many others.

When you add up all these costs, divide them by the number of units you have. The amount from this calculation is the total cost of each unit.

## Profit Margin

This is often referred to as markup in business terms. This is the percentage profit you want to get on each sneaker. It is simply calculated as:

**(Cost of goods + X% markup)**

You can decide on a 30%, 50%, 100% or more markup. However, it is important to be realistic about the price your target market will be willing to pay.

## Market Research

Before pricing your sneakers, you must conduct market research. Check out your competitors and the prices they charge for similar sneakers. Knowing these will help you adjust your price accordingly. Experiment with different prices to see the number of customers who are willing to buy. Pay attention to the customer's perception of your business. If it is the quality of the sneakers, then ensure you maintain the standard.

## What is an ideal pricing formula?

The basic formula to use for pricing is

**SELLING PRICE= (COST PRICE + OVERHEAD) + DESIRED PROFIT**

There are other pricing strategies that can influence a buyer's perception. Instead of pricing a pair of sneakers for \$15000, you can price it for \$14,900. Also, provide discounts for customers who make multiple purchases. Offer time-limited flash sales and discounts. It creates urgency towards the sneakers.

There are different online tools you can use to track your finances. You can use Excel or more sophisticated financial tracking apps. Whenever you adjust prices, use Instagram and Twitter polls or Google forms to get feedback from customers. With proper financial management, your mobile sneaker business will be profitable and scalable.

## CHAPTER EIGHT

### Where to Find Wholesale Sneakers. Online or walk-in Store?

Sourcing your sneakers is a vital part of the business. You have to ensure you buy from a reliable wholesaler of good-quality sneakers. You can source sneakers from suppliers, wholesalers, and manufacturers. You can buy online or



travel to buy in person at walk-in stores. Below is a detailed explanation on different ways to source bulk sneakers:

#### **Alibaba**

On Alibaba, you can find numerous wholesalers.

You can choose the number of sneakers to purchase and negotiate the price directly with either the supplier or manufacturer. Each vendor on the site has a review section. Ensure to check the review section to gain insight into previous customers' experiences and concerns. Opt for those with good ratings and customer feedback. Always ask for samples to have a clear idea before making the bulk purchase.

## **DHgate**

This site is similar to Alibaba. They offer wholesale sneakers of different designs. You can easily get replicas or off-brand designs. Check for reviews from previous customers. When buying from these online sites, make sure you ask questions and be clear about what you're getting.

## **AliExpress**

AliExpress is also a Chinese online platform. However, it is not strictly for wholesalers and bulk buying. They can offer smaller quantities of orders. It is the most suitable platform for starting on a small scale. You can also buy from there to check the different styles and their quality. When the design meets your expectations, you can go ahead and make a bulk purchase. When buying from AliExpress, check ratings, reviews, and shipping time.

## **Brands Gateway**

This is a platform with a major focus on footwear and sneakers. They can make branded sneakers according to an agreed design. They sell premium sneakers; however, it is always important to verify further and ensure authenticity before making a bulk purchase.

## **Social media platforms**

All thanks to social media, it has made some complicated things easier. You can easily connect directly with wholesalers on Instagram or Facebook groups. You can use different hashtags to search for these wholesalers and send them a direct message. Always do extra checks on the credibility of the supplier to avoid scammers.

## **B2B trade platforms**

There are different B2B platforms like Trade India and EC21 that connect buyers to wholesalers and manufacturers across different countries and continents. You can reach suppliers from China, India, Europe, and many more. This provides you with a variety of options to choose from. Compare the different qualities and prices before making a choice.

## **How to use your Tax ID**

Some wholesales websites will request for your tax ID while you are creating an account on the website so you can access wholesale pricing. Successful providing and verifying your tax ID will ensure you always have access to wholesale pricing and you can negotiate for better rate especially if you are buying in bulk.

## **Finding Walk-In Stores**

- **Directories and Listings**

You can use local business directories like Yellow Pages, Yelp, and Google My Business to search for wholesale suppliers in your area. You can use keywords like "wholesale sneakers", "wholesale sneaker suppliers", or other relevant terms to narrow your search. You can also visit your local chamber of commerce for some information on wholesalers.

- **Wholesale Markets**

Most major cities or business cities have markets where you make bulk purchases. For example, in China, Guangzhou is known to be the world's largest footwear market. You can meet manufacturers and suppliers. Dubai's Dragon Mart and Deira markets in the UAE also offer wholesale prices for bulk purchases.

## **Conclusion**

Running a successful mobile sneaker business requires finding the right supplier, either online or locally, while sticking to the best quality sneakers. You can build a profitable and sustainable sneaker business if you sell good quality sneakers, have a great customer relationship and track/manage your finances well. Mobile sneaker shop is not the traditional type of sneaker business, when done right, you will stand out in the market.