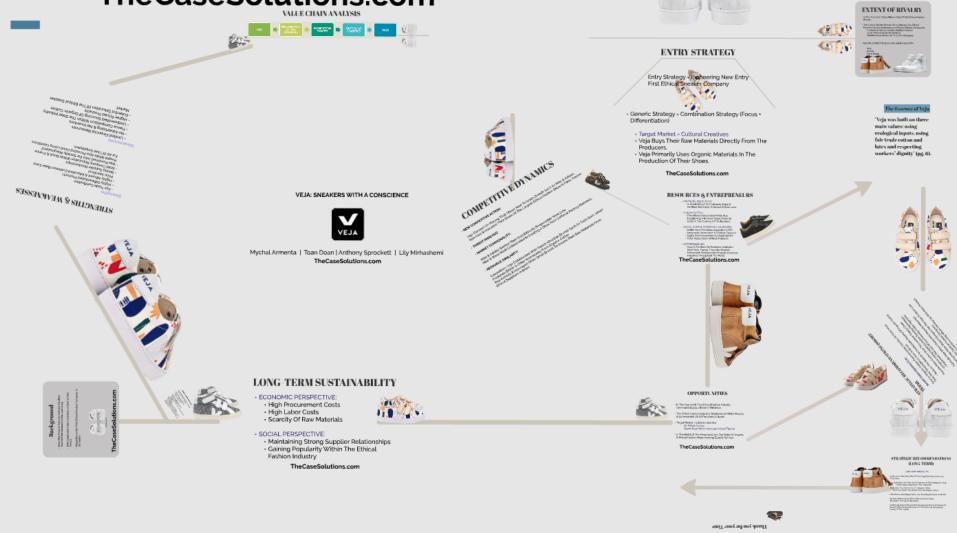
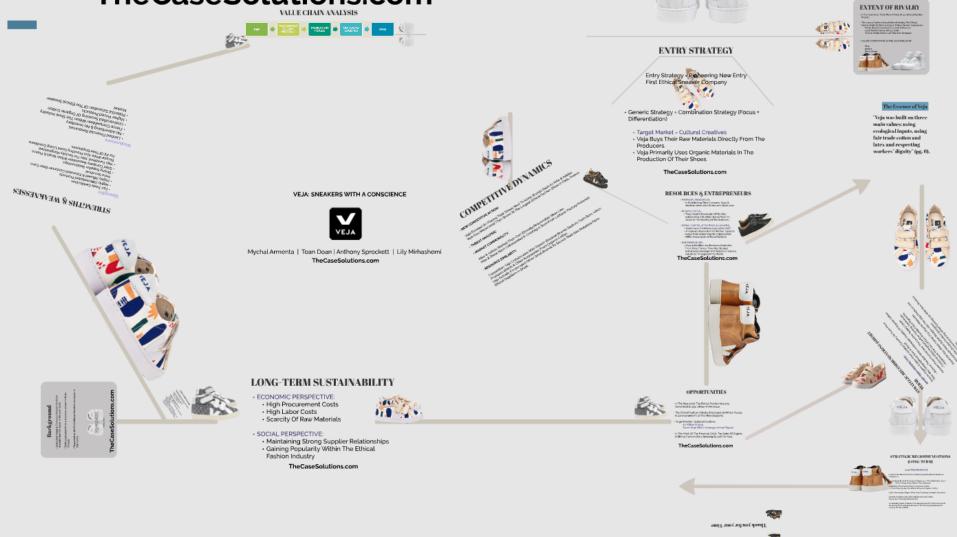
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VEJA: SNEAKERS WITH A CONSCIENCE



Mychal Armenta | Toan Doan | Anthony Sprockett | Lily Mirhashemi
TheCaseSolutions.com

Background

- Sebastien Kopp & Francois-Ghislain Morillion founded the company in the year 2005.
- Both graduated from a business school in Paris, France.
- Regarded as the First Ethical Sneaker Company in the world.



TheCaseSolutions.com



OPPORTUNITIES



- In The Year 2008, The Ethical Fashion Industry Generated \$1,334.1 Billion In Revenue.
- The Ethical Fashion Industry Employed 26 Million People
 Commanded 7% Of The World Exports.
- Target Market = Cultural Creatives
 50 Million Strong
 Spent \$230 Billion (Average Annual Figure)
- In The Midst Of The Financial Crisis, The Sales Of Organic
 & Ethical Fashion Were Growing By 50% Per Year.

RESOURCES & ENTREPRENEURS

FINANCIAL RESOURCES:

 In Establishing Their Company, Kopp & Morillion Were Able To Secure A Bank Loan.

HUMAN CAPITAL:

 They Hired A Shoemaker While Also Establishing A Brazilian-Based Team To Assist In The Running Of The Business.

SOCIAL CAPITAL (STRATEGIC ALLIANCES):

- Atelier Sans Frontiéres Association (ASF)
- Amopreab (Association Of Rubber Tappers)
- Esplar (Non-Governmental Organization)
- ADEC (Association Of Rural Farmers)

ENTREPRENEURS:

Kopp & Morillion Are Business Graduates
 From Paris, France. They Also Studied
 Sustainable Development Projects In Various
 Industries Throughout The World.





LONG-TERM SUSTAINABILITY



- High Procurement Costs
- High Labor Costs
- Scarcity Of Raw Materials



SOCIAL PERSPECTIVE:

- Maintaining Strong Supplier Relationships
- Gaining Popularity Within The Ethical Fashion Industry



ENTRY STRATEGY

Entry Strategy - Richeering New Entry First Ethical Sneaker Company

- Generic Strategy = Combination Strategy (Focus + Differentiation)
 - Target Market = Cultural Creatives
 - Veja Buys Their Raw Materials Directly From The Producers.
 - Veja Primarily Uses Organic Materials In The Production Of Their Shoes.