





My Second Hand Shoes

Be! Skill: Marketing, advertising & the importance of market research

Every day for the past five years, twenty-two-year old Mishti has sat inside a quiet little telephone booth, waiting for customers and watching the world go by. And every day, she looks forward to a visit from Biju, a bright ten-year-old whom she thinks of as her little brother.

One day, Biju comes to the phone booth, visibly upset. When Mishti asks him what's wrong, he tells her, "I wish I could see what happens inside the school gates. Do they have paint and toys and books?" Biju can't go to school because all the other school kids have shoes, and he doesn't.

Mishti cannot sleep thinking about Biju. She calculates that there are hundreds of families in her slum who cannot afford shoes for their children. Why is no one selling them cheap and durable shoes? She gets an idea to start a secondhand shoe business—to buy gently used shoes from people who no longer want them and resell them to people who need them the most. But will people buy used shoes? And what is the right price for secondhand shoes? She realizes she needs to do "market research" to find the answers to her questions.

Some people she speaks to, like Rana Chacha the rickshaw puller, tell her that used shoes are dirty. If they are going to spend money, they want shoes that are clean and new.

That's when Mishti understands that the challenge of selling secondhand shoes is all about **MARKETING**—the way she presents and packages her product. It isn't enough to sell cheap shoes; she has to show people that second-hand shoes can be beautiful and durable, and not dirty and old.

She does this by fixing up old shoes and placing them in beautiful handmade boxes, so that they look like presents waiting to be opened. And she tells her customers the story of each pair of shoes—all the sights they have seen and paths they have traveled.

She does research into advertising and makes a logo and flyers for her secondhand shoe shop. She lets people know about her business through word-of-mouth advertising and by placing an advertisement in the newspaper. She even partners with the cobbler to get more customers.

And little by little, her shop grows and she gives people shoes that they need to change their lives, go to school, get a job or even walk across the street.











सिंदी शूज



हजते की एक कहानी

स्टाइलिश पुराने जूते, जप्पत, सैडल
सरस्ते सुन्दर व टिकाऊ

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