

# SKECHERS

RETAIL FRANCHISING



# Partner with a brand that is...

Profit-driving

Advanced

Responsive

Leading

Supportive

Global

**Successful**

Diverse

Award-winning

Recognized

Innovative

Focused

In Demand

Trend-right

Extensive



# SKECHERS



SKECHERS  
is available  
in more  
than 125  
countries.

- \$2.3 Billion+ Annual Sales
- 100 Million Pairs Sold Annually
- 3,000+ Styles
- 12 Subsidiaries
- 3 Joint Ventures
- 6 Continents

# OVER 1,000 SKECHERS STORES WORLDWIDE





# SKECHERS

A global powerhouse with more than two billion dollars in annual sales.

As one of the world's most sought-after footwear brands, SKECHERS is in demand by consumers across all time zones. Unique in our approach, we pride ourselves on our varied product offering, unparalleled marketing support, diverse distribution and exciting SKECHERS retail stores.

For more than two decades, we've built a reputation around the world for designing and marketing stylish, comfortable footwear at a great value. With more than 3,000 styles for men, women and children, SKECHERS is a one-stop shop—offering a look for every occasion and need.

This range is illustrated in our most popular collections: from comfortable Skechers GOwalk, Relaxed Fit and SKECHERS Memory Foam footwear to the bright and fun girls' Twinkle Toes line to Skechers Performance running shoes worn by elite athletes. And now with apparel and accessories, we're a head-to-toe brand as well. We've found success expanding our footprint by using an aggressive and targeted multi-platform approach to marketing and advertising that spans all forms of media and is translated into multiple languages.





UK



Spain



Benelux



Germany





# SHARE IN THIS SUCCESS

## A unique retail franchising opportunity.

Among the over 1,000 SKECHERS stores operating worldwide, more than 500 locations have opened through partnerships with experienced retailers. Our franchisees never stand alone, as every SKECHERS location is backed by a two-billion dollar footwear company with extensive marketing assets, merchandising know-how, and operational efficiencies. Combining our resources with on-the-ground insight from local experts is the foundation to opening and operating profitable footwear retail stores.



Canada



Denmark



# MARKETING

## SKECHERS invests in brand awareness.

- 8% - 10% of sales spent on marketing
- Exciting TV commercials and iconic print advertisements maximize exposure for the latest adults' and kids' collections
- Social media initiatives generate excitement through consumer interaction with the SKECHERS brand
- Promotional and grass roots events at both the local and global levels present unique opportunities to reach consumers
- SKECHERS-approved artwork and media provided to keep messaging in tune with global campaigns
- Flexibility offered for custom marketing that speaks more directly to local consumers

### Franchisee responsibilities:

- Local sales-based marketing contribution that drives traffic to stores
- Provide quarterly local marketing calendar and strategies





Japan



Germany



United States



Taiwan





Denmark



Wales

# MERCHANDISING

**SKECHERS delivers trend-right product at the right time.**

- Innovative and comprehensive product collections to suit regional climates and trends driven by global initiatives with localized assortment available
- Diverse product assortment for men, women and kids meets the needs of most consumers
- SKECHERS USA hosts global partners multiple times per year with purchasing sessions and presentations by the SKECHERS product team
- Information-based analysis based on our own store sales data, trend research, and experience helps with inventory management and planning



## Franchisee responsibilities:

- Knowledge and merchandise experience that pinpoints local preferences
- A buying/planning system to place initial, replenishment and seasonal orders



# VISUAL PRESENTATION

## SKECHERS in-store marketing drives sales.

- Dynamic consumer-educating displays that deliver a consistent and clear presentation
- Sensational window presentations that attract customers to stores
- Targeted in-store messaging that helps guide consumers through the extensive product lines for men, women and kids
- Monthly and seasonal visual merchandising guidance on the latest and ongoing directives and initiatives
- Translated artwork provided as a foundation for building customized displays

### Franchisee responsibilities:

- Understanding of localized retail standards
- Adherence to SKECHERS brand retail guidelines





China



Mexico





# STORE DEVELOPMENT

## SKECHERS opens retail stores in the most desired locations.

- Dedicated franchise team available to guide development process from location selection to store design to construction and beyond
- Extensive SKECHERS retail experience helps maximize ROI through accountable proposals
- Localized design guidance adapts to unique property requirements for impactful store creation
- Comprehensive and proven review process followed to maximize sales and efficiency

### Franchisee responsibilities:

- Access to prime real estate and site selection based on expertise and local relationships
- Realistic pro forma P+L statements based on proven retail experience





# OPERATIONS & TRAINING

## SKECHERS provides tools for success.

- Extensive support structure with teams at both the corporate and local levels engaged in your success
- Expert franchise team conducts comprehensive on-site sales, product, and employee training programs designed to energize your store staff
- Retail standards based on our operational experience to maximize profitability, operating principles and KPI engagements
- EDI solution manages information transfers and order placements

### Franchisee responsibilities:

- Maintain a staff who is fully trained on our retail standards
- Report KPIs and daily/weekly/monthly sales updates
- Provide a versatile POS system capable of export/import data fields





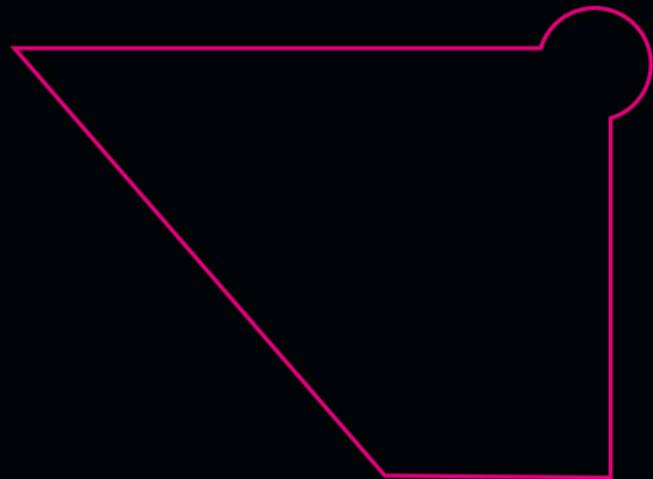


# SKECHERS

**S**kechers  
performance

SHOE. 50% SOCK.  
100% COMFORTABLE.

Kids





***SKECHERS***

For more information, contact:

1.310.318.3100 • 1.800.456.3627

[RetailLicensing@skechers.com](mailto:RetailLicensing@skechers.com)

[skechers.com/info/franchising-opportunity](https://skechers.com/info/franchising-opportunity)