

---

# FOOTWEAR INDUSTRY GUIDE

Updated March 2017



This is a guide to some of the resources available within the Business & IP Centre relevant to the Footwear industry.

Inside you will find sources of information such as market research (statistics, trends, developments), key companies, trade magazines, newsletters, and Internet sources.

This guide will be useful to anyone starting a business within the Footwear industry and also for those wanting to further their knowledge within this area.

## Start-Up Information



accessible via  
electronic  
databases

The Cobra database contains practical fact-sheets on all aspects of starting, running and managing a small business – including information on writing business plans, marketing, company structures etc. It also covers the practical aspects of how to start and run particular types of businesses – outlining necessary skills, regulations, licences & legislation etc and highlights other sources of information and advice available.

### Business Opportunity Profiles (BOP)

Shoe Shop BOP218

### Mini Business Opportunity Profiles (BOP)

Designer Shoe Shop MBP404

Shoe Repair MBP325

### UK Market Synopsis

Clothing and Accessories Retail SYN041

## Market Research & Statistics

If you are planning on starting a business you will need to be aware of the latest trends, developments and opportunities within your industry which can all be found from market research.

Market research also covers market size & forecasts, consumer demographics & attitudes, the key players & products and will often include SWOT and PEST analysis showing areas of strength, weakness, opportunities etc.



- Footwear Manufacturing in the UK
- Clothing & Footwear Wholesaling in the UK
- Footwear Retailers in the UK
- Footwear & Leather Goods Repair in the UK



- Apparel and Footwear in the United Kingdom
- Designer Apparel and Footwear (Ready to Wear) in the United Kingdom
- Footwear in the United Kingdom
- Apparel E-Tailing Innovation Series: The Pursuit of a Perfect Fit Online, Part 4 Footwear



- Footwear Retailing – UK

### Other electronic resources:

Many articles about the advertising industry (from business journals and newspapers) are available from our electronic source **Newsbank**

Contact details and individual reports of companies in this industry are available from:

**Creditsafe; Experian; D & B Hoovers.**

## Internet Sources

Websites containing free sources of industry statistics, information and contacts

### **British Footwear Association**

Part of the site is available to non-members and includes information about hard to find footwear. A guide to consumer rights and a directory of suppliers/designers. There is also a 'Knowledge Area' which provides answers to frequently answered questions and gives some marketing statistics.

[www.britishfootwearassociation.co.uk/](http://www.britishfootwearassociation.co.uk/)

### **Children's Foot Health Register**

Companies which become members are committed to the highest standard of shoe fitting for young growing feet. The site provides a list of members searchable by area. There is also information about the way in which children's feet develop.

[www.fitkidsshoes.org/](http://www.fitkidsshoes.org/)

### **Independent Footwear Retailers' Association**

Specifically aimed at helping members of the public throughout the UK and Republic of Ireland to seek quality, responsible and reliable shoe shops. Included is a directory, searchable by region. The shoe shops are members of the IFRA and agree to abide by a code of conduct.

[www.ifra.org.uk/](http://www.ifra.org.uk/)

### **SATRA Technology**

This web site contains technical articles, industry reports, news items and information about SATRA products and services, courses and publications.

[www.satra.co.uk/portal/index.php](http://www.satra.co.uk/portal/index.php)

---

### **Business & IP Centre Manchester,**

Central Library, St. Peter's Square, M2 5PD

0161 234 1991

businessinfo@manchester.gov.uk

www.manchester.gov.uk/bipc

Please note that every effort has been taken to ensure the accuracy of the information contained in this document.



Images by [geishaboy500](#), [jronaldlee](#), [sling@flickr](#) under a [Creative Commons license](#)