

# **SUPER HERO FOOTWEAR – REVOLUTIONIZING PCU SLIPPER DESIGNS, BOOSTING SALES, AND ESTABLISHING A ROBUST DISTRIBUTION NETWORK**

**Fawad Shakoor, Superior University Lahore**  
**Muhammad Rafiq, Superior University Lahore**

## **INTRODUCTION**

In the vibrant cityscape where fashion met function, Super Hero Footwear stood as a beacon of innovation under the leadership of its dynamic CEO, Abdul Shakoor Khan, and his enterprising son, Fawad Shakoor. The air in the top-floor executive suite of the company's office crackled with anticipation as the father-son duo engaged in a conversation that would chart the course for Super Hero Footwear's next chapter.

Seated at a sleek, modern conference table surrounded by prototypes of cutting-edge footwear, Abdul Shakoor Khan, a seasoned industry titan, looked across at Fawad, the enthusiastic sales manager. "Fawad, my son, our brand has become synonymous with reasonable price and good quality, but it's time we take a quantum leap. The market is evolving, and we need to not just keep up but also lead. What's your take on our next move?"

Fawad, leaning forward with a gleam in his eyes, replied, "Dad, I've been studying consumer trends, and it's clear – people want more than just shoes. They want a story, an experience.

Abdul nodded, recognizing the merit in Fawad's vision. "Empowerment sells, my boy. Let not just sell footwear; let us sell the feeling of invincibility. How do you propose we achieve this?"

Fawad, fueled by the synergy of tradition and innovation, outlined a strategy. "Dad, we need a design that seamlessly blends style and functionality. A connection between our brand and the customer that goes beyond the transaction."

As the sun dipped below the skyline, casting a warm glow on the prototypes that embodied the vision, the duo delved into the details. Ideas flowed like a river, blending Abdul's industry wisdom with Fawad's contemporary insights. They envisioned footwear that could adapt to different terrains, provide real-time health metrics, and, most importantly, evoke a sense of empowerment.

The conversation was not just about launching a new design; it was about infusing Super Hero Footwear with a spirit that resonated with the aspirations of their customers. The office walls echoed with excitement as the plans took shape – from marketing strategies to production timelines, every detail was meticulously considered.

Super Hero's story is not just about being a market leader; it is a testament to the harmonious blend of skilled professionals, customer-centric practices, and technological prowess. As Super Hero continues to evolve, its journey remains defined by a commitment to excellence and an unwavering focus on delivering top-notch PCU footwear to its discerning customers.

## **Background History of Super Hero Footwear**

Super Hero, a prominent name in the PCU<sup>1</sup> footwear industry, commenced its journey in 2016 and triumphantly established its brand presence in 2018. The company's noteworthy

---

<sup>1</sup> PCU stand for Poly Carbonate Urethane

ascent to success can be attributed to a commitment to customer satisfaction and a responsive approach to feedback, serving as catalysts for growth and diversification. Super Hero has earned its status as one of the leading companies in Pakistan, a testament to the dedication and diligence of its highly skilled and loyal professionals.

The company's success story is underpinned by a meticulous focus on the engineering process, extending from the initial phases of shoe designing to the final stages of manufacturing. This commitment to excellence is evident in the unique and perfected products that bear the Super Hero name. An integral part of this success is the strategic acquisition of production plants from renowned industry leaders, including Main Group (Italy), King Steel (Taiwan), Tien Kang (Taiwan), and Hua Chang (China). These partnerships position Super Hero at the forefront of the PCU footwear industry, benefitting from the expertise of the world's best footwear technologists and machine makers. The synergy between cutting-edge technology and skilled professionals underscores Super Hero's commitment to delivering high-quality products to its customers. Super Hero's journey since its inception in 2016 exemplifies a trajectory marked by unwavering commitment and strategic decisions. The pivotal year of 2018 witnessed the culmination of these efforts, firmly establishing Super Hero as a key player in the PCU footwear industry in Pakistan.

At the heart of Super Hero's success lies an unwavering dedication to customer satisfaction. Feedback from customers has not merely been a form of communication but a cornerstone for growth and diversification. This responsive approach has enabled Super Hero to adapt and evolve, ensuring a product line that resonates with the needs and preferences of its clientele. The core strength of Super Hero lies in its team of highly skilled and loyal professionals who meticulously oversee the entire engineering process, from the conceptualization of shoe designs to the precision-driven stages of manufacturing. This emphasis on perfection and uniqueness sets Super Hero apart in a competitive market. To bolster its manufacturing capabilities, Super Hero strategically collaborated with industry leaders, acquiring production plants from King Steel<sup>2</sup> (Taiwan), Tien Kang (Taiwan), and Hua Chang (China). These collaborations position Super Hero at the forefront of technological innovation in the footwear industry. By aligning with the world's best footwear technologists and machine makers, the company ensures that its manufacturing processes remain cutting-edge and in line with global standards (Exhibit-1, Figure 1).

### Super Hero's Products

Super Hero, hailing from Lahore, has emerged as a beacon in the local footwear industry, offering a comprehensive and affordable range for men, women, and kids. The brand's strategic approach is underpinned by a commitment to being not just a participant but a leader in the local market. By seamlessly blending global trends with distinctly Pakistani influences, Super Hero has managed to carve out a niche that resonates with the diverse preferences of its consumer base. At the heart of Super Hero's success lies a dedication to affordability without compromising on quality. The brand recognizes the economic diversity within the local market and strives to ensure that everyone, regardless of their budget, has access to well-designed, comfortable footwear. This affordability factor, combined with the brand's unwavering commitment to understanding and incorporating local preferences, has been pivotal in solidifying Super Hero's position as a trusted and go-to brand in all over Pakistan (Exhibit-2, Figure 2).

Delving into the specifics of the product range, Super Hero's offerings are tailored to meet the needs of every family member. For men, the brand provides stylish and contemporary designs that seamlessly blend comfort with modern aesthetics. The women's collection

---

<sup>2</sup> Rotary PCU Injection Molding Machine

encompasses fashion-forward styles, catering to the diverse and evolving tastes of Pakistani women. Meanwhile, the kid's collection stands out with adorable and durable footwear designed to keep up with the boundless energy of the younger generation.

In terms of pricing, Super Hero has strategically set ranges to cater to various budget considerations. The men's and women's collections are priced between PKR 180 to PKR 250, striking a balance between quality and affordability. The kid's collection, crafted with the same attention to detail, falls within the range of PKR 120 to PKR 150, ensuring that parents can provide their children with reliable and stylish footwear without breaking the bank. Super Hero's success story is not just about sales figures; it's a narrative woven with threads of affordability, quality, and a deep understanding of the local community. As a brand deeply rooted in Lahore, Super Hero not only reflects the cultural nuances and preferences of its consumers but actively contributes to the city's fashion ethos, setting a benchmark for others in the Pakistani footwear industry.

### **Innovative Design Strategies**

Fawad Shakoor initiated collaborations with renowned mold designers<sup>3</sup> to infuse fresh and contemporary aesthetics into the PCU slipper designs. The importance placed on balancing aesthetics and functionality in the design process to create slippers that not only looked appealing but also offered superior comfort (Exhibit-3, Figure 3).

### **Building a Robust Distribution Network**

Fawad's strategic foresight in acknowledging the critical role of a strong distribution network in achieving market penetration and sales growth. Collaborations formed by Super Hero Footwear with distributors and wholesale dealers, to enhance the brands accessibility.

### **Marketing and Sales Strategies**

Hand-on involvement in shaping a comprehensive marketing campaign to create awareness and generate anticipation for the new PCU slipper designs. Utilizing key performance indicators and graphical representation to highlight the positive impact of the new designs<sup>4</sup> and the distribution network on sales growth.

### **Overcoming Challenges**

Challenges in scaling up production to meet increased demand while maintain high-quality standards and how Super Hero Footwear successfully navigated this obstacle. Strategies employed to overcome market saturation concerns by consistently innovating and staying attuned to evolving consumer preferences.

### **Future Outlook**

Fawad Shakoor's vision for sustaining the success achieved through continuous innovation and adaptation to market dynamics. Plans for further expanding the distribution network and exploring new markets to capitalize on emerging opportunities.

### **Super Hero's Key Success Points**

Super Hero, rooted in Lahore's local ethos, thrives on three pillars of success: affordability, adaptability, and cultural resonance. By prioritizing affordability without compromising on quality, the brand ensures that its diverse range of stylish footwear is accessible to everyone in the local market. The second pillar, adaptability, distinguishes Super Hero by its swift response to evolving market trends, positioning it as a trendsetter in Pakistan's

---

<sup>3</sup> From China, we import new Sole molds and make Strap molds from here local die maker in Pakistan.

<sup>4</sup> We made seven new designs of Straps on PCU Sole in last 2 months.

dynamic fashion landscape. Finally, cultural resonance is surrounded in the brand's DNA, with designs that seamlessly blend global trends with Pakistani influences, reflecting an intimate understanding of local preferences. Super Hero's success narrative is not just about selling footwear; it's a testament to the brand's ability to connect with the community, contribute to local fashion, and set a benchmark for excellence in the Pakistani footwear industry (Annexure, Table 1 & Table 2).

## CONCLUSION

A comprehensive summary highlighting the transformative journey of Super Hero Footwear under Fawad Shakoor's visionary leadership, showcasing the symbiotic relationship between design innovation, a strong distribution network, and substantial sales growth.

This case study provides a detailed exploration of how Super Hero Footwear, guided by Fawad's visionary leadership, strategically employed design innovation and a robust distribution network to overcome challenges, revitalize the brand, and achieve significant sales growth in the PCU footwear market.

### EXHIBIT- 01



Figure 1  
ROTARY PCU INJECTION MOLDING MACHINE

### EXHIBIT- 02



Figure 2  
THIS KIND OF PCU SLIPPERS SUPER HERO FOOTWEAR MANUFACTURED IN FACTORY

**EXHIBIT- 03**

**Figure 3**  
**NEW INNOVATIVE DESIGNS**

These are the new designs we are manufacturing right now on PCU rotary injection molding machine.

**ANNEXURE**

<b>Table 1</b>			
<b>INCOME STATEMENT OF SUPER HERO FOOTWEAR</b>			
<b>Business Worth</b>			
<b>End of Year 2021</b>			
<b>Assets</b>	<b>Amount</b>	<b>Liabilities &amp; Owners Equity</b>	<b>Amount</b>
	<b>Rs.</b>		<b>Rs.</b>
<b>Current Assets</b>		<b>SHORT-TERM LIABILITIES (“= &lt; 1 Year”)</b>	
Cash at Hand (Cash Till)	4,00,000	Advance from a Client/Customer	
Cash at Bank (Account)	2,50,000	Creditors (Accounts Payable)	23,00,000
Inventory (Stock/Goods/Merchandize)	7,00,000	Others	
Debtors (Account Receivable)	45,00,000	<b>Total Current Liabilities</b>	2300000
Any Revenue Receivable			
Any Security/Tools/Jigs etc.	70,000	<b>LONG-TERM LIABILITIES (&gt; 1 Year)</b>	
Any short-term Loan/Debt given to:		Loan from Family Members	
<b>Total Current Assets</b>	59,20,000	Loan from Friends	500000
		Loan from Financial Institution	
<b>Non-current (Long-term/Fixed) Assets having Useful Life &gt; 1 year</b>		<b>Total Long term Liabilities</b>	500000

Land	7000000		
Building	3000000	<b>CAPITAL / EQUITY (Owner's Funds for "&gt; 1 Year")</b>	
Plant & Machinery	5000000	Your own funds/savings	19240000
Equipment	1000000	Funds from Family	
Vehicles	120000	Any Other	
Any other Asset		Profit (+) / Loss (-) / B.E. (0)	
<b>TOTAL NON-CURRENT ASSETS</b>	16120000	<b>Total Capital / Equity</b>	19240000
<b>TOTAL ASSETS</b>	2,20,40,000	<b>Total Equities and Liabilities</b>	22040000

<b>Table 2</b>			
<b>INCOME STATEMENT</b>			
<b>For the duration of Month</b>		<b>( 2022 - 2023)</b>	
<b>Sr.#</b>	<b>Particulars &amp; Account Titles</b>		
		Rs.	Rs.
<b>A</b>	<b>Sales / Fee / Service Charges etc. (REVENUE)</b>	7300000	81,50,000
<b>B</b>	<b>Direct Costs (Total Cost of a Product (Good/Service))</b>	1800000	20,10,000
<b>C</b>	<b>GROSS PROFIT ( = A – B )</b>	<b>5500000</b>	<b>61,40,000</b>
<b>D</b>	<b>Operating Expenses (Both Admin. &amp; Marketing)</b>		
	Salaries (Admin. & Mktg.) (including yours too)	620000	660000
	Utility Bills (Admin. & Mktg.)	1080000	1150000
	Logistics/Transportation Cost (Admin. & Mktg.)	360000	400000
	Depreciation (Assets for Admin. & Mktg.)	210000	240000
	Communication (Telephone, Mobile, Internet etc.)	60000	60000
	Insurance (Assets for Admin. & Mktg.)		
	Rent (Admin. & Mktg.)		
	Any other Admin. Expenses	120000	140000
	Sales Commission (Mktg.)		
	Bad Debts / Uncollectible Amounts (Mktg.)	240000	225000
	Any other Marketing Expense		
<b>E</b>	<b>OPERATING PROFIT ( = C – D )</b>	<b>2810000</b>	<b>3265000</b>

**Received:** 05-Feb-2024, Manuscript No. JIACS-24-14464; **Editor assigned:** 07-Jan-2024, Pre QC No. JIACS-24-14464 (PQ); **Reviewed:** 21-Feb-2024, QC No. JIACS-24-14464; **Revised:** 27-Feb-2024, Manuscript No. JIACS-24-14464 (R); **Published:** 05-Mar-2024