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# *Introduction*

The PAEZ case is about the strategy issues in PAEZ which is a firm that deals in a small-line of colorful biodegradable espadrilles. In the midst of its growth strategy formulation and continued diversification and improvement of existing and new products, it has the following branding, distribution and sustainability decisions to make.



# *Market Analysis*

Paez operates in a very competitive fashion of footwear industry, where consumers have shifted towards environmentally friendly and fair Sourced products. Knowledge of this type of market environment is important to establish where this company should fit in.



# *Product Innovation*

Scarcity of fashion is the ultimate goal of placing continuous innovation as a significant factor that would allow key players in the fashion industry to be relevant in the market. To overcome this problem, PAEZ should undertake research and development to introduce new designs and sustainable material in order to meet the changing customer needs.

# Conclusion

The PAEZ case solution shows that strategic planning is crucial for dealing with the market issues. This means that through concentrated efforts on branding, distribution and product development the company named PAEZ can establish firm foothold within the footwear market while also acknowledging sustainable development goals.

# RESOURCE

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