

SHARP SHOOTING SHOES

Achieving greatness on shoes of winners

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MISSION STATEMENT

Sharp Shooting Shoes is dedicated to achieving greatness on the shoes of winners by providing the highest tier of restoration, preservation, and honest commerce. We commit ourselves to the meticulous care of every sneaker that enters our studio, utilizing specialized techniques to ensure our clients always put their best foot forward. Our mission is to empower the achievers of our community with the confidence of a sharp image, offering a sustainable and premium alternative to the cycle of disposable fashion. By blending expert craftsmanship with a passion for footwear culture, we guarantee that every pair we touch is returned with the precision and excellence that winners demand.

VISION STATEMENT

Our vision is to become the premier global authority in footwear preservation by redefining shoes as lifelong investments rather than disposable commodities. We strive to lead a cultural shift where the restoration of a sneaker is seen as a mark of sophistication and environmental responsibility. By pioneering advanced care techniques and fostering an elite community of achievers, Sharp Shooting Shoes will set the gold standard for how the world maintains, values, and trades its footwear. We envision a future where every step taken in a pair of restored shoes is a testament to quality, longevity, and the promise of originality.

BUSINESS DESCRIPTION

Our business, Sharp Shooting Shoes, provides professional cleanings, restorations, trade-ins, and affordable resale options for shoe collectors and everyday shoe enthusiasts. We aim to solve the growing problem of expensive shoe replacements and unnecessary waste by helping customers extend the life of the shoes they already own. By offering quick, high-quality services at accessible prices, we give people a practical alternative to buying new pairs. We also provide fair trade-ins for customers who want to earn money without dealing with scams or unfair offers. What makes our business unique is our commitment to honest pricing, reliable results, and a flexible schedule that makes caring for shoes easier than ever compared to traditional retailers or repair shops.

TARGET MARKET

Sharp Shooting Shoes primarily targets Millennials and Gen Z consumers between the ages of 15 and 35 because this group currently drives the majority of footwear trends. Males represent the largest portion of this market because they typically place a higher priority on the aesthetic maintenance and the overall appearance of their shoes. Geographically, the business focuses on areas with high concentrations of high school students, college students, and young working adults in growing communities like Parker, Colorado. The target audience generally falls within the middle-class income bracket, consisting of individuals who value their possessions but seek cost-effective ways to avoid buying new products. Choosing restoration over replacement is a key financial driver for this group because professional repairs are much more affordable than purchasing high-end replacements. By focusing on these specific age and income groups, the company reaches customers who have both a constant need for the service and the practical mindset to use it. This demographic approach ensures the business connects with people who view their shoes as a long-term investment.

The typical customer for Sharp Shooting Shoes leads an active lifestyle and is deeply involved in sports communities like basketball, soccer, and running. These individuals wear athletic shoes more often than any other group, which leads to much faster wear and tear on their favorite pairs. Beyond athletics, the target customer is often a participant in sneaker culture where shoes are viewed as a key part of daily fashion and self-expression. Appearance is a major value for this demographic because modern fashion trends have turned sneakers into a status symbol that must be kept in pristine condition. These customers are also increasingly conscious of sustainability and prefer to restore their favorite pairs rather than contributing to shoe waste in landfills. They value convenience and quality, often spending their free time at gyms or engaging with the latest fashion trends through social media. Ultimately, they are people who care about their public image and want their footwear to reflect a sharp and clean professional look.

Customers face the frustrating problem of their expensive shoes wearing out, which can lead to both physical discomfort and a loss of confidence. Worn-out shoes often lose their structural support, which can cause real pain in the feet, knees, and hips even after a normal day of walking. While many people try to solve this by cleaning their shoes at home, these DIY methods often involve mistakes like using harsh chemicals that permanently ruin the materials. This creates a growing necessity for professional cleaning services that can safely handle delicate fabrics and complex designs without causing any damage. Without a professional restoration service, customers are forced to either throw away expensive shoes or continue wearing damaged ones that may hurt their bodies. Sharp Shooting Shoes fills this gap by providing a safe and expert solution that extends the life of the footwear while protecting the wearer's comfort. Providing this service helps customers save money while keeping their favorite sneakers in rotation for much longer.

The purchasing decisions of these customers are heavily influenced by digital trends and the massive secondary market for footwear. As the resale market for sneakers

continues to grow, consumers are more likely to invest in professional care to maintain the high value of their collection for future trades. These buyers usually discover new services through social media and online reviews where they can see visual proof of transformations before spending any money. There is a clear shift in behavior where customers now choose professional services over DIY methods because they prioritize guaranteed results and the convenience that experts provide. They often shop at local boutiques or follow specific influencers who give advice on which maintenance services are the most trustworthy. Convenience is a major factor for them as these busy individuals prefer a reliable drop-off service that saves them the time and effort of cleaning the shoes themselves. By understanding these habits, the business can better position itself as the go-to solution for high-quality sneaker maintenance.

COMPETITIVE ADVANTAGE

The shoe care market has many well known brands like Nike and Adidas, but these companies focus mainly on selling new shoes and do not give much help when customers need repairs, cleaning, or restoration. Local shops such as Lee Tailor and Shoe Repair do offer basic services, but many customers feel unhappy with the slow service, poor communication, and unfriendly treatment they receive. Because of this, people often feel stuck between big companies that do not help with damaged shoes and small shops that do not treat them well. Customers want a place that understands their needs, gives clear information, and provides real results they can trust. Sharp Shooting Shoes stands out by offering careful cleaning, strong restoration work, and fair trade in options for people who want to sell their shoes for cash. Our business focuses on being honest, helpful, and respectful so customers feel comfortable coming back. By filling the gaps that other companies ignore, Sharp Shooting Shoes gives people a reliable and friendly choice for all their shoe care needs.



SHARP SHOOTING SHOES

CLEANINGS

THE ESSENTIAL

STANDARD SURFACE CLEAN **\$ 25**

THE DEEP CLEAN

DEEPER SCRUBS AND DEODORIZING **\$ 40**

SUEDE/NUBUCK

DELICATE & SPECIALIZED CLEANSE **\$40**

LUXURY AND DESIGNER

HIGH-END MATERIALS **\$65**

SHOE TRADE-INS

TRADE INS

INSTANT CASH OUT OR STORE CREDIT*

WE ONLY ACCEPT 100% AUTHENTIC FOOTWEAR. ALL TRADE-INS UNDERGO A MULTI-POINT VERIFICATION PROCESS.

ADDITIONAL INFO

STANDARD: 3-5 DAYS

EXPRESS: 24 HOURS +\$15

COMPLETE HOME KIT: SOLUTION, 2 BRUSHES, AND A TOWEL - \$35 (SAVE \$8!)

RESTORATIONS

MIDSOLE REPAINT

FIXING CRACKED/CHIPPED PAINT **\$ 25+**

UN-YELLOWING

REMOVE OXIDATION FROM SOLES **\$ 35**

CREASE REMOVAL

HEAT TREATMENT FOR TOE BOXES **\$15**

STICH REPAIR

MINOR LEATHER OR FABRIC REPAIRS **TBD**

EXTRAS

SIGNATURE CLEANING SOLUTION (8OZ): \$15

THE BRUSH TRIO: (SOFT, MEDIUM, AND STIFF BRISTLE) - \$20

MICROFIBER TOWELS (2-PACK): \$8

WATER & STAIN REPELLENT SPRAY: \$18

OPEN DAILY | 09.00 AM - 08.00 PM

+123-456-7890

123 ANYWHERE ST., ANY CITY, ST 12345

MARKETING STRATEGY

Sharp Shooting Shoes will primarily attract customers through a high-impact social media strategy that focuses on viral before-and-after transformation videos on TikTok and Instagram Reels. We will leverage targeted Facebook and Instagram advertisements that specifically reach sneaker collectors and athletes within a thirty-mile radius of our drop-off location. The company will also implement a digital referral program where customers receive a unique discount code to share with their friends and followers online. To also make our presence seen outside the online community, we will also post flyers around the town with a qr code to our business. To build long-term trust, we will maintain an active presence in online sneaker forums and Discord groups where enthusiasts discuss footwear maintenance and resale value. We also plan to use email marketing to send monthly newsletters featuring shoe care tips, early access to limited retail products, and special holiday promotions. By consistently engaging with our audience through high-quality digital content, we can establish ourselves as a credible authority in the shoe restoration industry. This heavy focus on online platforms ensures that we are meeting our Gen Z and Millennial target market exactly where they spend most of their time.

1: INSTAGRAM POSTS

Sharp Shooting Shoes will reach customers by using Instagram and TikTok to show off "before and after" videos of dirty shoes becoming clean again. Our strategy relies on the app's algorithm, which shows our videos to more people when they watch the whole thing or save it to watch later. By using popular sneaker keywords in our captions and posting three times a week, we will make sure our brand shows up when people search for shoe cleaning. We will also use a referral program where customers get a discount for telling their friends about us online. These digital actions help us connect with high school and college students who are already on their phones looking for the latest shoe trends. Since our target market cares about how their sneakers look, seeing our expert results will convince them to trust us with their expensive shoes. This plan focuses entirely on online marketing to grow our business where our customers spend most of their time.



CAPTION: Meet the team behind your fresh start! 🦋 At Sharp Shooting Shoes, we don't just clean sneakers—we bring your investment back to life. Whether it's a daily driver or a grail, we treat every pair with the respect it deserves. Drop a '🔥' if your rotation needs a refresh!

HASHTAGS: #SharpShootingShoes #SneakerRestoration #Sneakerhead #SmallBusiness



CAPTION: Don't let the dirt hide the drip. ✨ Our "Essential Deep Clean" removes deep stains and restores that factory-fresh glow in just 48 hours. Why buy new when you can renew? Link in bio to book your drop-off! 🌸

HASHTAGS: #BeforeAndAfter #FreshKicks #AF1 #ShoeCleaningService #ShopNow



CAPTION: Stop! 🛑 Before you throw your favorite kicks in the washer, try these pro tips. First, always use a soft brush on fabric and suede to avoid fuzzy pilling. Second, never use hot water because it can melt the glue holding your soles together. If you're not sure how to handle a stain, bring them to us before you do permanent damage! What's the hardest stain you've ever had to deal with? Tell us below! 🙌

HASHTAGS: #ShoeCareTips #SneakerRestoration #SharpShootingShoes #CleanKicks #Sneakerhead



2: EMAIL CAMPAIGN

To get email addresses, Sharp Shooting Shoes will offer a 15% discount to anyone who signs up through our Instagram bio or website. We will also ask for emails during in-person drop-offs so we can send customers digital receipts and cool photo updates of their shoes being cleaned. This strategy helps us build a list of real sneaker owners who actually want to keep their shoes looking nice. By sending out quick tips on shoe care and special "welcome back" deals, we make sure people think of us first when their kicks get dirty. We want our emails to feel helpful and friendly, not like annoying spam that people just delete. This plan turns a one-time customer into a regular fan who trusts us with their expensive collection. It's a simple way to stay connected with students and young adults who live on their phones and care about their style.

Step 1: Subject Line Options: Stop! Don't bin those shoes yet 🚫, Your favorite kicks, brand new again ✨, Your \$200 sneakers look like \$2 (Let's fix that) 🛠️

Selected Subject: Your favorite kicks, brand new again ✨ (It creates curiosity and offers a clear benefit).

The Email Draft

Subject: Your favorite kicks, brand new again ✨

Preview: See what 48 hours of pro care can do.

Hi there,

We've all been there—you step in a puddle or wear your favorite "grails" to a muddy event, and suddenly they're relegated to the back of the closet. Most people try to scrub them with dish soap or toss them in the washer, but that usually just ruins the glue and fades the color.

You don't need a new pair; you just need a professional refresh. At Sharp Shooting Shoes, we use specialized suede treatments and deep-cleaning tech to bring that factory-fresh glow back to your rotation in just two days. Ready to save your shoes and your money?

[Click here to book your drop-off and get 15% off!]

Stay fresh,

The Sharp Shooting Team

123 Sneaker Lane, Parker CO

Explanation

Someone would open this email because... it addresses a common "pain point" (ruined expensive shoes) and offers a quick, exciting solution.

This email avoids the spam folder by... using a personalized tone, a short subject line under 50 characters, and avoiding "spammy" words like "CASH" or "WIN" in all caps.

The call to action works because it is... bold and offers a direct financial incentive (15% off) to act immediately.

We are targeting... middle-class Millennials and Gen Z sneaker owners who would respond to... the idea of saving money by restoring an investment rather than buying a new, expensive pair.

3: FLYER

The flyer for Sharp Shooting Shoes features a dark header with the company logo and the headline "YOUR KICKS DESERVE A SECOND CHANCE." Below the headline is a "Before & After" comparison of a sneaker. The "Before" side shows a dirty, scuffed sneaker with a callout for "Scuff & Stain Removal." The "After" side shows the same sneaker clean and white, with callouts for "Suede & Leather Specialists" and "48-Hour Turnaround." A red banner below the images offers "GET 15% OFF YOUR FIRST DEEP CLEAN! Professional Restoration starting at just \$30." At the bottom, there is a QR code and the text "SCAN TO BOOK NOW!" along with social media and location information: "Instagram: @SharpShootingShoes Location: Parker, CO".

This flyer for Sharp Shooting Shoes is designed to catch the eye of students and athletes by using a bold "Before & After" photo that proves our results immediately. We will hang these in high schools and local gyms because that is where our target audience spends most of their time and where their shoes get the dirtiest. The simple layout and large headline make it easy to read while walking by, and the 15% discount gives people a great reason to try us out instead of buying new shoes. By including a large QR code, we make it super easy for anyone to scan and book a cleaning right from their phone. This strategy focuses on solving the problem of dirty kicks while saving our customers money.

4: DISCORD SERVER



The Sharp Shooting Shoes Discord server acts as our community hub and specialized marketing funnel. We will attract members by offering exclusive weekly "Server Only" discounts that they can't get anywhere else. This real-time access to deals allows us to boost our sales during slow weeks and drive repeat business from our most loyal clients. The server's collaborative environment, with channels for sharing fit photos and asking technical care questions, builds deep trust and community loyalty that traditional advertisements cannot replicate. By nurturing this highly engaged group, we create an automated source of social proof and trusted customer referrals that keeps our business growing organically. This approach ensures that we are integrated directly into the digital lives of our high school and college-aged audience.

TEAM ROLES

Sharp Shooting Shoes is led by the Founder and CEO, who oversees the overall brand vision and manages the primary marketing strategies on Instagram and Discord. To ensure every sneaker receives expert care, our team includes two Lead Operations Managers who specialize in the technical side of shoe restoration, specifically handling deep cleans and delicate material repairs. As the lead of the company, the Founder also acts as the Marketing Manager, creating the high-quality "before and after" content that drives our online growth. We also have a dedicated Finance Manager who tracks our supply costs, such as premium cleaning solutions and brushes, to make sure the business stays profitable. Customer service is shared among the team, with everyone helping to answer Discord quote requests and manage in-person drop-offs to keep our clients happy. As our business expands, we plan to bring on a part-time Content Creator to film more ASMR cleaning videos and a Delivery Driver to offer "door-to-door" service for our local customers. This structure allows us to focus on high-quality work while maintaining a strong, professional connection with the sneaker community.

MILESTONES

Sharp Shooting Shoes will begin its journey by completing a professional studio build-out in Parker, Colorado, ensuring all specialized restoration equipment is secured within the first thirty days. By the end of month three, we will officially launch our exclusive "Golden Shoe" Discord server to cultivate a community of at least 100 dedicated shoe enthusiasts and achievers. As we move into the second half of the year, our primary focus will shift to scaling operations to reach a consistent service volume of 60 pairs per week. This critical milestone will allow us to meet our break-even requirements and begin generating the revenue necessary to sustain our three-person team. To further solidify our local presence, we plan to establish three formal partnerships with regional athletic programs or private gyms by our twelfth month. By sticking to this disciplined roadmap, we expect to surpass our first-year target of 3,126 units serviced, successfully repaying our initial startup investment. This strategic timeline ensures that Sharp Shooting Shoes transitions from a new startup into a profitable community pillar by the end of its first year.



Startup expenses x10	Costs	Operation cost x10	Costs (Monthly)	Costs (Yearly)
Initial equipment	\$2,000.00	Manager Salary	\$5,000.00	\$60,000.00
Logo design and Instalation	\$500.00	Employee Wages (2)	\$4,800.00	\$57,600.00
Website Design	\$250.00	Shop Rent	\$1,200.00	\$14,400.00
Bulk Cleaning Kit	\$900.00	Cleaning Products (Bulk)	\$500.00	\$6,000.00
Workshop Furniture	\$800.00	Retail Inventory	\$500.00	\$6,000.00
Buisness Licensing	\$200.00	All Utilities	\$450.00	\$5,400.00
Grand Opening Marketing	\$150.00	Insurance & Security	\$150.00	\$1,800.00
Initial Inventory	\$400.00	Marketing & Ads	\$150.00	\$1,800.00
Point Of Sale (Cash Registers. etc)	\$70.00	Software & POS	\$50.00	\$600.00
Professional Camera	\$700.00	Pakaging	\$150.00	\$1,800.00
Totals:	\$5,970.00		\$12,950	\$155,400.00
Income / Revenue				
Selling Price per Unit	\$60.00			
Cost per Unit	\$15.00			
Profit per Unit	\$45.00			
Projected Income				
		Number per Units	2800 Shoes	
Year 1	\$162,000.00			
Year 2	\$186,300.00			
Year 3	\$214,245.00			
Projected Expenses				
Year 1	\$167,400.00			
Year 2	\$184,140.00			
Year 3	\$202,554.00			
Profit/Loss				
Year 1	-\$5,400.00			
Year 2	\$2,160.00			
Year 3	\$11,691.00			

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APPENDICES

Sharp shooting shoes is marketing towards millennials and gen z (15-35) based on the article

<https://www.simon-kucher.com/en/insights/consumer-demographic-data-footwear>

Most of the buyers will be male as they care more about appearance when it comes to shoe appearance based

on <https://www.simon-kucher.com/en/insights/consumer-demographic-data-footwear>

Our market will be the High school students, College students, Young working adults, Active sports

communities, since there is a lot of these people according to

<https://www.neilsberg.com/insights/parker-co-population-by-age/>

The income would be middle class, because if they were rich they could buy new shoes to afford new ones is

more expensive than restoring them

<https://www.feitdirect.com/blogs/handmade-shoes/restoration-vs-replacement-when-to-repair-your-handmade-shoes>

People who play sports (basketball, soccer, running, gym) buy and wear athletic shoes most often

<https://www.npd.com/news/press-releases/2022/athletic-footwear-sales-trends/>

People who wear sneakers daily (sneaker culture + everyday wear

<https://www.statista.com/topics/10062/sneakers-market-worldwide/>

People who care about fashion and appearance drive sneaker demand

<https://www.businessinsider.com/sneaker-boom-fashion-culture-2021-6>

Problems of worn out shoes

[https://www.bannerhealth.com/healthcareblog/advice-me/sneaky-signs-your-shoes-are-wrecking-your-body#](https://www.bannerhealth.com/healthcareblog/advice-me/sneaky-signs-your-shoes-are-wrecking-your-body#:~:text=Shoes%20that%20don't%20support%20your%20feet%20can,hips%20are%20sore%20after%20a%20normal%20day)

[:~:text=Shoes%20that%20don't%20support%20your%20feet%20can,hips%20are%20sore%20after%20a%20normal%20day](https://www.bannerhealth.com/healthcareblog/advice-me/sneaky-signs-your-shoes-are-wrecking-your-body#:~:text=Shoes%20that%20don't%20support%20your%20feet%20can,hips%20are%20sore%20after%20a%20normal%20day)

The Growth of the Professional Sneaker Care Market:

<https://www.businessresearchinsights.com/market-reports/sneaker-care-service-market-119926>

The Dangers of DIY Cleaning and Common Mistakes:

<https://www.shoegr.com/blogs/news/common-shoe-cleaning-mistakes-you-should-stop-making-now-guide-by-shoegr>

Why Professional Cleaning is a Growing Necessity:

<https://www.datainsightsmarket.com/reports/sneaker-care-service-1896751>

Growth of the Resale and Sorted Sneaker Market:

<https://www.indetexx.com/growing-demand-sorted-sneakers-export-market-2026/>

Consumer Behavior and Shoe Care Trends:

<https://www.fortunebusinessinsights.com/shoe-care-market-115109>

Why Customers Choose Professional Services Over DIY:

<https://www.datainsightsmarket.com/reports/shoe-and-sneaker-cleaning-service-1953112>