



ON-LINE MAGAZINE - OPPORTUNITY FOR FOOTWEAR MANUFACTURERS

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Abstract: *As in the whole world in the Republic of Moldova, the ICT sector is one of the main promoters of change in society and the business environment, and maintains a stable development dynamic. According to statistical data for the period 2014-2017 there has been a considerable increase in Internet access. Currently, e-commerce in the Republic of Moldova is at an early stage. Footwear companies have a great potential in e-commerce. Today the footwear industry is looking for strategies that allow it to diversify production, balance external orders with its own production, increase domestic sales, look for niches outside, and implement online trade. In order to boost e-commerce in Moldovan footwear companies, the authors propose several stages: planning for implementation; informing the consumer about the correct measurement of the foot size; creating the online store; promoting the online store; supporting the online store. And to create an online store footwear enterprises in Moldova, Chisinau, the authors used a specialized server "OpenCart" recommended by experts in information technology. The authors have estimated the costs of creating the online store, and it is suggested that the enterprise under consideration should adopt one of these two variants. In case the company does not have a large budget, it is proposed to implement the OpenCart program. In addition, if footwear is being developed, the second variant is proposed.*

Key words: *footwear, trade, consumer, Internet, benefits.*

1. INTRODUCTION

E-Commerce is the multitude of software and business processes necessary for business processes to work. It involves using the Internet and is one of the complex solutions, "integrated", they offer every technology. This means that a multitude of Internet service providers and providers need to work in a perfect timing for an ecommerce website to work. This means that a multitude of applications and Internet service providers must work together in perfect timing for an e-commerce site to work. At present, the impact of e-commerce on firms and society is particularly high, and those who will not use advanced systems will have difficulty in maintaining the market [1].



Following the analysis of the real situation of shoe industry's on-line trade, it was found that they accept small-scale modern technologies. A solution for speeding up the implementation of e-commerce from the point of view of the authors is that they need to be presented with the steps that need to be taken and estimated costs. The paper aims to develop and analyze the steps for the implementation of e-commerce and the estimation of the related costs for the footwear enterprises.

2. TRENDS IN THE DEVELOPMENT OF ELECTRONIC TRADE FOR FOOTWEAR ENTERPRISES

As in the whole world in the Republic of Moldova, the ICT sector is one of the main promoters of change in society and the business environment, and maintains a stable development dynamic. According to statistical data for the period 2014-2017 there has been a considerable increase in Internet access [2]. Both consumers and businesses have a different attitude towards modern technologies. These are reserved to call or not to the internet to know the market or to promote themselves or simply to benefit from lower costs. Only those who have accessed the Internet - are already making new profits in their accounts [3].

Currently, e-commerce in the Republic of Moldova is at an early stage. Footwear companies have a great potential in e-commerce. It is necessary to accept changes and develop their areas, as e-commerce will be directly responsible for the competitiveness and development of the national economy.

3. STAGES OF CREATING ONLINE SHOE STORE

The success of footwear companies across the country in the future largely depends on their ability to integrate into the wave of digital change, and last but not least, the ability of the country to overcome the key obstacles that are currently hampering the move forward. For shoes to be known, it requires promotion and advertising in the on-line environment. The footwear industry is looking for strategies that allow it to diversify production, balance external orders in relation to its own production, increase domestic sales, look for niches outside, implement on-line trade [4].

In order to boost e-commerce in Moldovan footwear companies, the authors propose several stages:

1. planning for implementation;
2. informing the consumer about the correct measurement of the foot size;
3. creating the online store;
4. promoting the online store;
5. supporting the online store.

3.1. Planning for implementation

Businesses have more options to develop their business, the decision not to opt for e-commerce or to open on-line shops in parallel with existing ones; to completely abandon traditional businesses and to focus solely on electronic business. A generic, multi-step methodology can be used to plan and implement an e-commerce solution. The process of implementing proposals is an important process for the enterprise and involves drawing up an action plan and moving it systematically to reach the planned outcome. In help, we can come up with the Gantt diagram, which involves planning all the actions that make up the proposed program for implementation, thus highlighting the periods necessary to bring change within the organization.

3.2. Informing the consumer about the correct measurement of the foot size

Consumers always complain that they can not find perfect shoes. Although there are standards, the sizes vary from one producer to another. For the consumer, the size system based on the length of the foot has the advantage of being correlated with the body size. On the other hand, the manufacturer prefers the size system based on the length of the block [5].

Therefore, consumers need to know which parameters should be known and measured to obtain a comfortable shoe. The footwear must fit perfectly on the foot, without being too long or too short.

Foot measurements can be made using the following techniques: manual (sheet, ruler, centimeter, etc.); computerized (various equipment available on the market). Manual techniques do not require high expense, but a number of errors can occur when measuring. Finally, we can not correctly identify the size of the shoe. And modern techniques are very expensive, with very high measurement precision. For a correct measurement with manual techniques, it is necessary to follow some instructions (figure 1) [6]: place the foot on a sheet of paper; draw a line at your fingertips, holding the right pencil at an angle of 90° ; measure the resulting distance with a ruler.

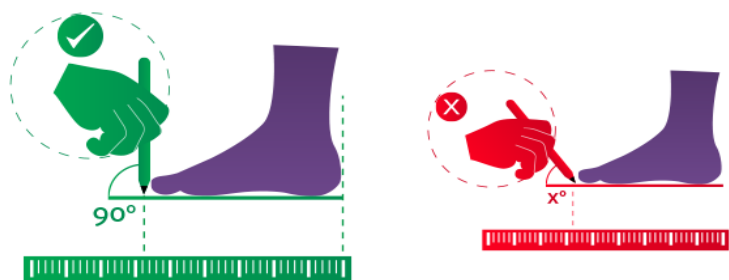


Fig. 1: The correct position for leg measurement

Currently on the market, there are special devices to measure foot size and area for children and adults (fig. 2) [7]. These tools are easy to operate, have high accuracy and does not occupy large space.



Fig. 2: Instrument for measuring the size and perimeter of the fingers of the human foot

Consumer education can be done through several ways: verbal by placing a specialized film on the correct measurement of the foot size; non-verbal - placement of footage imaging and instructions.

3.3. Creating the online store

In order to create the online store of a shoe enterprise in Moldova, the city of Chisinau, the authors used a specialized "OpenCart" server recommended by IT specialists (fig. 3). OpenCart is a

free e-commerce platform with open source for online merchants. OpenCart provides a professional and reliable base for creating a successful online store. Which provides a professional and reliable basis for creating a successful online store. This fund is targeting a wide range of users from experienced web developers, looking for an easy-to-use interface for storeowners to simply launch their online business for the first time.

OpenCart has many features that will enable you to consolidate any business. Using OpenCart tools can help the online store realize its full potential [8].

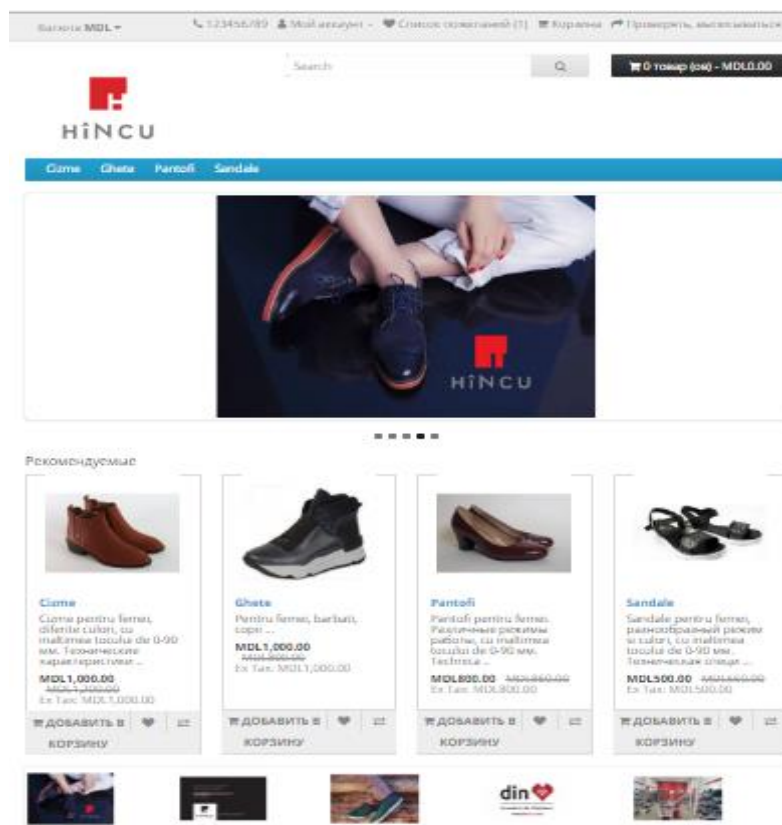


Fig. 3: Example online shop for footwear enterprises

3.4. Promoting the online store

Promoting online commerce contributes to informing the public about its existence within the footwear company. Namely, advertising will cause the consumer to try to access the online store page sooner. The entrepreneur who will offer the on-line marketing program, knowing that he will meet certain consumer needs that were not satisfied until then, will always make innovations or a renewal to meet all customer needs. The launch phase of online commerce is an important stage in the life cycle because at this stage the product creates an image in the mind of the consumer and is perceived in a certain way. Because the product is procured in the online environment, consumers are skeptical; the first buyers of the product are innovative customers.

If the product bought online does not meet the expectations of consumers who tested it, then they will be disappointed and will not repeat the purchase. For the product to be reaped, its benefits



must be clearly communicated to potential consumers. There are several strategies for promoting products: radio ads, television, Internet, printed materials, promotional techniques.

3.5. Supporting the online store

As the online store is accessed, the promotion has to focus on the benefits it brings. Moreover, in order to increase efficiency, it is recommended to hire a person specializing in supporting and promoting online commerce. It will also be responsible for updating and refreshing all the information on the official and facebook homepage. The hired person will be more efficient because he will be marketing only attracting more and more potential customers.

4. PROPOSALS AND RECOMMENDATIONS

Following the study, some recommendations and suggestions are proposed:

1. Implementing the online store and hiring an IT person who is responsible for promoting, supporting and improving it.
2. Once the online trade is implemented by the company, new outlets will open, as well as minimize distribution costs, minimize paper transactions or even replace them entirely through electronic transactions.
3. Informing the company's customers about the possibility of purchasing footwear products already available on-line. Also, the methods and tools for measuring the size and width of the shoe correctly.
4. Implement the on-line trade on the territory of the city of Chisinau, to test what problems arise, what are the questions, and then enlarge the whole country and abroad.
5. Cost Estimation (Table 1): It is proposed that companies should take one of these two programs. If the enterprise does not have a large budget, it is proposed to implement the OpenCart program. In addition, in the case that the second part of the program will be fully developed.

Table 1: Estimate costs

Nr. order	Elements	Number	The price, lei
	Variant 1 - OpenCart		200
1	Specialist IT	1	6 000
2	Computer	1	16 000
3	Printer	1	5 000
4	Internet subscription	1	200
5	Armchair	1	600
6	Table	1	500
	Total	7	28 500
	Variant 2 – program completed	1	15 000
1	Computer	1	16 000
2	Printer	1	5 000
3	Internet subscription	1	200
4	Armchair	1	600
5	Table	1	500
6	Specialist IT	1	6 000
	Total	7	43 000



5. CONCLUSIONS

If the footwear enterprise accepts the implementation of online commerce, it will achieve the following benefits:

- the opportunity to sell and make their products known globally;
- access to new market segments (new clients);
- communication with suppliers and customers of the company implies a low cost and is more efficient;
- to start a successful online business, compared to a traditional business, you need a minimum investment;
- lower transaction costs - if the website is well done;
- facilitating the establishment of relations between potential partners;
- increasing the value of transactions by stimulating shopping;
- possibility to prepare the order for several days;
- the ability to set up products and immediately see real prices compared to the prices of several sellers;
- the ability to search easily in large catalogs - a company can build on a network already created a much larger catalog than it would fit in a mailbox;
- better customer interaction - the customer can receive on request e-mail information on the status of his order at any time (if the order has been received, the shipment is delivered etc.);
- lower entry cost by setting up and maintaining Web sites that are cheaper than traditional marketing methods.

The authors are aware of the risks that may arise in organizing on-line store, but careful analysis of the shoe sales experience in this form represents a reduction in that risk. The creation of on-line store alongside traditional ones is a real opportunity for the development of the footwear producers' business.

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