



Biti's

Brand Analysis



## Overview

- Biti's is a famous footwear brand from Vietnam with over 40 years of operation
- National brand with the slogan “Cherish Vietnamese feet”
- Main Products such as : Shoes for men, women , children, high-end lines ( Biti's Hunter)

## Formation History

- Established in 1982 by a Vietnamese couple, with only 20 workers
- Initially the company only produced plastic slippers. After researching EVA technology from Taiwan and investing in modern machinery, this company has expanded production to shoes, boots, high heels, sandals,..
- Important milestone: the launch of Biti's Hunter in 2016, making the rejuvenation of the brand.



## Strengths:

- **Modern fashion design:** Biti's brings youthful, dynamic designs suitable for the fashion style of young people
- **Affordable price:** This helps the brand easily reach many different customer segment
- **Good quality, high durability:** With a long history in footwear production, Biti's has built a reputation for durable products that bring comfort to consumers
- **Diversity in products:** Biti's has many designs, from sports shoes for jogging, exercise, to casual shoes for going out, working, going to school,...





BITI'S HUNTER

## Weakness

- **Perception of being traditional and "old-fashioned"**: Despite Biti's efforts to reposition its brand through products like Biti's Hunter, many consumers still see it as traditional and lacking innovation.
- **Limited diversity in premium segments**: While Biti's focuses on durability and affordability, it struggles to compete in the premium segment. Compared to competitors like Nike, Adidas, or Puma, Biti's lacks appeal in high-end and tech-savvy fashion, which some consumers seek.
- **Competition from international brands**: Biti's faces stiff competition from international sportswear and fashion brands present in the Vietnamese market.



## Opportunities

**-Expanding Domestic Market:** The Vietnamese consumer market is growing rapidly, with an increasing preference for locally made products. This creates a favorable environment for brands like Biti's, as consumers tend to support domestic goods.

**-Sustainable Fashion Trend:** The global shift towards sustainability in fashion offers Biti's an opportunity to innovate in eco-friendly production and materials. By embracing sustainable practices, Biti's can appeal to environmentally-conscious consumers and differentiate itself from competitors.

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## Threats

- **Competition from International Brands:** Biti's faces strong competition from global footwear and fashion brands that have established a presence in Vietnam.
  - **Need for Technological Innovation and Quality Improvement:** To stay competitive, Biti's must continuously innovate its production technologies and improve product quality to meet the evolving expectations of consumers.
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## Marketing Strategy/ Media Lists

- **Advertising:** Leverage the power of music videos and TV commercials featuring big stars like Son Tung M-TP and Soobin Hoang Son and those MVs all garnered a huge number of viewers (approximately 100 million views)
- **Digital Marketing:** Utilize social media: Tiktok, Facebook, Instagram,... and viral campaigns with the hashtag #DiDeTroVe.
- **KOL/Influencers:** Collaborate with celebrities and KOLs from various fields.



The media campaign that Biti's collaborated with singers to create music videos (MV's) was highly successful, attracting a large number of viewers. These MV's conveyed deep messages, particularly "Go far to come back home" which resonated emotionally with people living far from home. This emotional connection helped make the campaign Biti's most successful media effort to date, effectively strengthening the brand's impact and appeal among the younger audience.



### ĐI ĐỂ TRỞ VỀ 3 OFFICIAL | SẼ HỨA ĐI CÙNG NHAU | SOOBIN HOÀNG SƠN x DA LAB x BITI'S HUNTER

63M views • 5 years ago



Biti's Hunter cùng Soobin Hoàng Sơn, Tiên Cookie và Da LAB tin rằng; Trong vạn dặm bước chân tuổi trẻ, đôi lúc sẽ có những

Subtitles



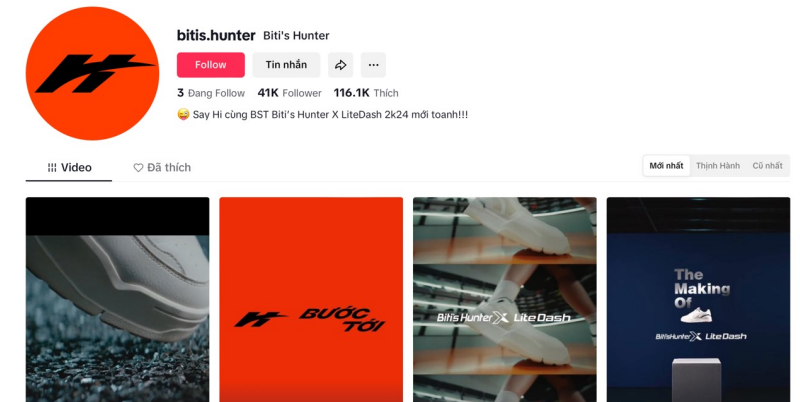
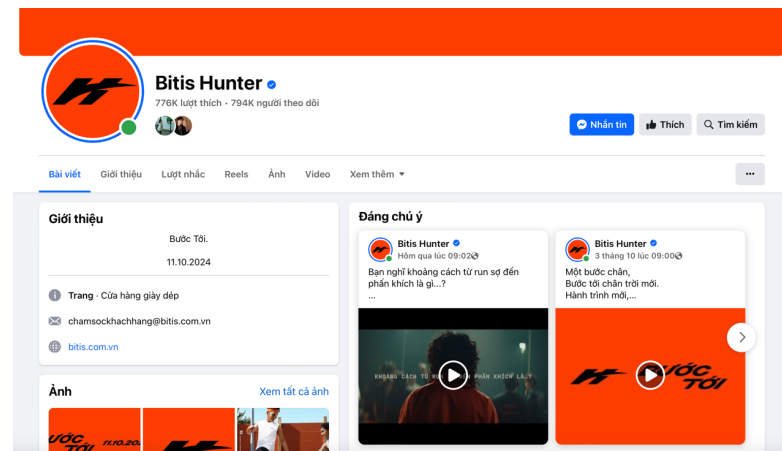
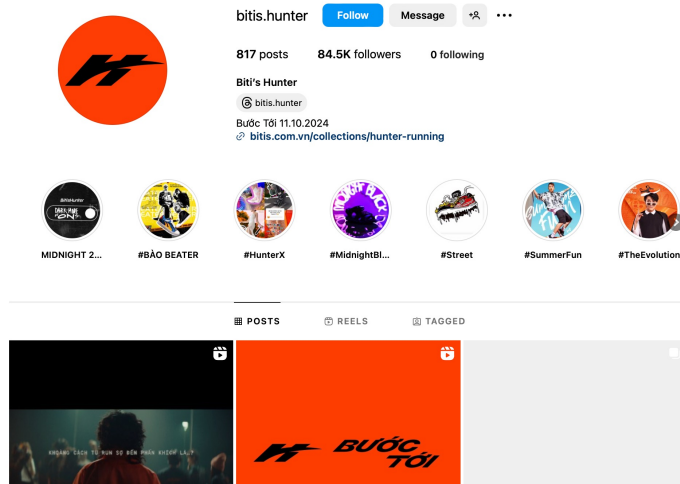
### ĐI ĐỂ TRỞ VỀ | SOOBIN HOÀNG SƠN x BITI'S HUNTER | OFFICIAL MUSIC VIDEO

96M views • 7 years ago



[ĐI ĐỂ TRỞ VỀ] Là một sản phẩm sáng tạo mới nhất của Tiên Cookie, Soobin Hoàng Sơn cùng với Biti's Hunter, #điđểtrởvề là ...

These are the 3 social networking platforms that Biti's mainly uses to promote brand awareness and sales



## Product Strategy

- **Main Products:** Sports shoes and sandals.
- **New Product Line:** Biti's Hunter – targeting young, dynamic consumers.
- **Innovation:** Sustainable materials, more fashionable and youthful designs.



## Target Customers:

- **Age Group:** Young people aged 18-35 (for Biti's Hunter), parents and children (for traditional products).
- **Social Class:** Middle to high-income earners.
- **Consumer Behavior:** Preference for locally made products, easily influenced by digital advertising.

This segmentation allows Biti's to cater to both a youthful, dynamic audience through their modern line, and a more traditional demographic with their longstanding, reliable products.

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# Competitive Analysis of Biti's:

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- 1. International Brands:** Biti's faces strong competition from global giants like Nike, Adidas, and Puma. These brands have strong recognition, advanced technology, and fashionable designs that appeal to younger, urban customers.
- 2. Local and Regional Brands:** Other local footwear brands like Ananas or Đông Hải also pose competition, particularly by offering trendy designs and local craftsmanship.
- 3. Pricing:** International brands often compete in the premium segment, while Biti's focuses on affordability, giving it an edge in the mass market.
- 4. Innovation Gap:** Competitors, especially global brands, tend to lead in technological innovation, which can be a challenge for Biti's to match.

# Conclusion

- Biti's has successfully maintained and expanded its brand presence in Vietnam.
- **Challenges:** The need for continuous innovation to stay competitive, especially in the face of increasing competition from international brands.
- **Prospects:** There is significant growth potential if Biti's can capitalize on emerging trends and market demand, such as the shift towards sustainable fashion and the rising preference for local products.





# Q&A

Thanks for watching