Life Cycle of a Consumer Product

Product: TOMS Shoes

**Research and Product Development** – The scientists use and develop material durable enough for shoes.

**Marketing** – TOMS employs a lucrative advertisement technique: they use the image of donation within their advertisements in order to convince the consumer that purchasing their product is the “right thing to do.”

**Manufacturing** - We offer shoes with sustainable and vegan materials and are working to expand these offerings. These shoes include natural hemp, organic cotton, and/or recycled polyester and these materials are used on the upper, liner and/or the insole cover (instead of our standard suede insole). TOMS shoes are currently manufactured in Argentina (Giving shoes only), China, and Ethiopia.

**Packaging** - All of our shoe boxes are made from 80% recycled post-consumer waste and are printed with soy ink.

**Sales, Distribution and Transportation** – Shoes shipped within the continental United States are shipped in UPS trucks. The only international shipments are sent to Australia via USPS. Donations to kids in need are shipped wherever the caregiver deems necessary.

**Consumer Use** – The shoes are worn like any other common shoe.

**Final Disposition** – With every pair of shoes purchased, the manufacturer TOMS donates a pair to a child in need.