

FOOTWEAR EDUCATION



Understanding Footwear
From Foot to Shoe to Customer

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FOOTWEAR EDUCATION & TRAINING BY RICHARD KUSHLICK

Footwear Education & Training Options 2025

Option	Duration	Program Type	Cost Per Candidate	Min - Max Number of Candidates / Attendees	Content
Comprehensive 1	8hrs	Direct (Live) or Remote (Online) or Hybrid	R750.00	25 to 50 pax	A comprehensive presentation of all chapters below - specific to the client's requirements
Comprehensive 2	8hrs	Direct (Live) or Remote (Online) or Hybrid	R950.00	12 to 24 pax	A comprehensive presentation of all chapters below - specific to the client's requirements
Intermediate 1	4hrs	Direct (Live) or Remote (Online) or Hybrid	R700.00	25 to 50 pax	A concise presentation of all chapters below - specific to the client's requirements
Intermediate 2	4hrs	Direct (Live) or Remote (Online) or Hybrid	R900.00	12 to 24 pax	A concise presentation of all chapters below - specific to the client's requirements
Specific 1	2hrs	Direct (Live) or Remote (Online) or Hybrid	R650.00	25 to 50 pax	Two selected chapters of the Comprehensive Option
Specific 2	2hrs	Direct (Live) or Remote (Online) or Hybrid	R850.00	12 to 24 pax	One selected chapter of the Comprehensive Option
Specific 3	1hr	Direct (Live) or Remote (Online) or Hybrid	R600.00	25 to 50 pax	Two selected chapters of the Intermediate Option
Specific 4	1hr	Direct (Live) or Remote (Online) or Hybrid	R800.00	12 to 24 pax	One selected chapter of the Intermediate Option
Discussion & Debate	1hr or 2hr	Hybrid	R4000.00 (per hour)	12 to 50 pax	Open Fireside Chat pertaining to specific aspects of the footwear business
Assessment	N/A	Post Training Evaluation & Certification	R250.00	per candidate	100-point in-depth multiple-choice questionnaire (includes certification)

All of the Footwear Education & Training Options require attendees to be willing to participate in practical demonstrations and interactive communications, in each of the chapters below.

Venue Hire & Virtuals: Per Quote on Request for On Site Learning

Travel & Accommodation: Per Quote on Request for On Site Learning

Subject Overview (See More Details in Ltd Presentation) - Clients are requested to submit their own specific collection samples to be used to as an integral part of the training.	
1. History of Footwear, Anatomy, Biomechanics and Common Conditions of the Foot.	•Brief History of either Golf, Athletic, Outdoor, Medical, Cycling, Formal & Leisure Footwear. From Pre-Industrial Revolution to 21st Century - Mass Production, Machine Stitching, Vulcanisation & Technologies. •Origins of Bipedalism and Early Foot Differences. Anatomy of the Foot & Ankle - Bones, Joints, Ligaments, Muscles, Nerves - Foot types – Regular, Planus, Cavus & Key mechanical observations. •Understanding the forces that the Foot is subjected to during bi-pedal motion (walking /running / hiking / golf / cycling) – pronation, supination, cadence & torquing - Gait Analysis (practical methods). •Common conditions of the foot - Bunions, Calluses, Corns, Blisters, Claw & Hammer Toes, Warts, Ingrown Toenails, Spurs, Plantar Fasciitis, Metatarsalgia, Neuropathy, Arthritis, Gout, Diabetes, Leg Length Discrepancies, ITB, Shin Splints et al. •The Male foot vs. Female Feet - Anatomical, Bio-mechanical & Functional.
2. Insoles & Custom Orthotics.	•Insole vs. Orthotic - Function and construction: Insoles purpose and components. Custom Orthotics, Materials, stability and pain relief, Construction and Processes. Footbeds, cushioning & shock absorption. •Insoles Specific to Golf, Running, Walking, Hiking, Climbing & Cycling. •Podiatrists vs. Orthotists. Definitions and areas of expertise. Bio-mechanical specialisation and foot care.
3. Anatomy and Construction of the Shoe.	•Understanding of footwear components and construction methods. Last Making, Carving, components, design & grading. •Uppers of leather, synthetic, textile & mesh. Tanning of Leather, Modern technologies to improve synthetic fibers. •Linings & membranes (Waterproof vs. Water resistant). •Outsole & Midsole Technology (Traction, Stability, Cushioning & Shock Absorption) •Specialized last analysis for either Golf, Running, Walking, Hiking or Cycling.
4. Accurate measurement of the foot.	•Size conversion (UK/ EUR / US / JPN including ladies & youth). The benefits of the country of design vs. the country of origin. •Length, width & flex-point. Ensuring the Foot is placed in the correct area in the shoe. •Comprehensive training in the use of the Brannock measuring device. The minimum standards required to accurately measure feet and provide the correct footwear fit. •Custom Fitting techniques. The technical differences between custom made, made to measure and bespoke footwear.
5. Footwear Selling and Fitting Procedures.	•Opening the Sale - Acknowledgement, greeting, fast profile analysis and potential sale processes. •Extracting relevant Info - utilising customer interaction as a guide. •Making pertinent suggestions (inventory & product knowledge) - using product and anatomical knowledge to provide suitable options. •Measuring the foot. Being able to use The Bannock device and or a measuring tape in a short space of time. •Harnessing the foot (Laces, BOA & Velcro) - Sports, Formal and Outdoor lacing options for a variety of foot types, the benefits of the Boa lacing options & When Velcro is a suitable option. •Correct Footwear Selection. V-Throat, U-Throat & Open Tab footwear types (Oxford, Derby, Gibson, Wingtips), ensuring best fit choices. •Additional sales options. Footwear, Hosiery, Maintenance, and Insoles. The art of utilising customer confidence to the maximum. •Shoe Care (including cleaning procedures). Utilising shoe care products to ensure shoe excellent condition, protection, and appearance. •Closing the Sale. ensuring repeat and referral sales opportunities.
6. Correct Footwear Selection Procedure. Minimum Score requirements.	•Fashion - Shelf Appeal - Max Attraction - Scoring between 0 & 5 •Function - Category Selection - Scoring between 0 & 5 •Fit - Width, depth and flex point - Scoring between 0 & 5. •Stability - Flex and Torque Testing - Scoring between 0 & 5 •Price - Retail Price Determination - Scoring between 0 & 5 •Technology - additional features and benefits. •Components - Component quality.
7. Footwear Categories Features & Benefits.	•Running - Definition and Category - Comprehensive Evaluation of the current or future collection samples. •Walking - Definition and Category - Comprehensive Evaluation of the current or future collection samples. •Formal - Definition and Category - Comprehensive Evaluation of the current or future collection samples. •Golf - Definition and Category - Comprehensive Evaluation of the current or future collection samples. •Outdoor - Definition and Category - Comprehensive Evaluation of the current or future collection samples. •Leisure - Definition and Category - Comprehensive Evaluation of the current or future collection samples. •Climbing - Definition and Category - Comprehensive Evaluation of the current or future collection samples
8. Hosiery Features & Benefits.	•Construction & materials - The effects of hosiery on feet and footwear •Hosiery and foot fitting dynamics - Accurate hosiery fitting and selection. •Correct Selection - Function specific hosiery (golf, formal, dress, outdoor, medical, running, climbing & cycling)
9. Claims & Returns.	•Warranties vs guarantees. •Wear, Abrasion, Delamination & Time.
10. Selling Up.	•Know the customer, know the product, know the activity - Customer recognition, product knowledge & situational input, ensures a trusted client relationship.
11. How to add value to a shoe.	•Use your experience when interacting with manufacturers, buyers, retailers, and customers - Confidence through knowledge. •Why are certain shoes more expensive than others & what is the difference - Focusing on the type and quality of the construction and components.
12. Artificial Intelligence. Where-to from here.	•An in-depth discussion about the advancements and innovations that will significantly change the nature of the footwear market / industry, as we know it. How this applies to the various footwear categories including formal, leisure, running, hiking, climbing, golf, health and cycling shoes.

13. From Source to Retail:	•Imports from source to retail. Procurement, Cost calculation, Logistics, duties, freight (air & sea), royalties, commissions, landed costs, wholesale, retail and online pricing. •What does a shoe cost at source (US, EU & Ex-Asia). Understanding the costing chain from source to retail. •Distribution, commission agents, strategic marketing, and advertising. •Building an established footwear brand vs. developing a new footwear brand, through greater understanding.
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